



E LIFE

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXVIII.

NEW YORK, FEBRUARY 22, 1912.

No. 8



A Western house asks if we can suggest a way of advertising without continually making offers.

These people have, evidently, been thinking about how advertising offers affect them and wondering if there are not others. There are.

It is not easy to outline the limitations of an advertising offer; but it can safely be said that the most desirable trade, for one who is in business to stay, is that of the people who have lived long enough to realize that a dollar will buy no more than a hundred cents' worth; who expect to pay a fair price for what they want; who value real excellence and who appreciate the advertising that clearly and honestly sets forth the facts concerning what is advertised.

Advertising is causing another to know or to remember. Our specialty is the accomplishment of this by the use of Newspapers, Magazines, Street Cars and Outdoor Signs.

Philadelphia

New York

Boston

Chicago

Cleveland

Where There's a Bank There's a Business

Turn to your bankers' directory, glance it through with your mind as well as your eyes and be astonished.

All through the "big farming" country there are banks in the heart of the prairies; state banks in towns of one or two hundred people; national banks in towns of five hundred people, thriving, bustling institutions ten, twenty, a hundred miles from a railroad, and a thousand miles from a mill or factory.

Since you are reading with your mind as well as your eyes, we'll say nothing of what these banks mean.

But you might find it difficult to collect their directors in harvest time.

* * *

"Where there's a bank there's a business."

Also where there's a bank there's *business to be gotten*.

Standard Farm Papers reach the depositor and directors of these flourishing farm banks.

In fact, it is largely the teaching the farmers have gotten from their Standard Farm Papers which has brought farming up to the business basis where banks became a necessity to the "man with the gang-plow."

Standard Farm Papers are state or class mediums. They cover their fields intensively.

They deal with localized conditions in a localized way.

Often they are subscribed for by as many as one out of every three possible readers.

Standard Farm Papers enable you to select and concentrate. If you lack distribution in certain sections you can, at a few hundred dollars cost concentrate your demand-creating advertising in those sections at the same time your salesmen are arranging the supply.

Or, if you already enjoy country wide distribution Standard Farm Papers offer local pulling power at less than the usual "national" rate.



THE MARK OF QUALITY

Standard Farm Papers

Hoard's Dairyman
Wallaces' Farmer
Kansas Farmer

Wisconsin Agriculturalist
Indiana Farmer
Home and Farm, Louisville
Town and Country Journal,
San Francisco, Cal.
The Farmer, St. Paul
Oklahoma Farm Journal
The Ohio Farmer
The Michigan Farmer
The Breeder's Gazette

Wallace
Eastern
Representatives
41 Park Row, New York City.

C. Richardson, Inc.
George W. Herbert, Inc.
Western Representatives,
First National Bank Bldg.,
Chicago.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

VOL. LXXVIII. NEW YORK, FEBRUARY 22, 1912.

No. 8

THAT QUALITY APPEAL— HOW FAR SHOULD IT BE CARRIED?

DANGERS IN OVERLOOKING THE
BROADER MARKET, WHICH MAY
BE NEEDED SOME DAY—HOW
FRANCO-AMERICAN FOOD COMPANY
WOKE UP TO IMPORTANCE OF
PRICE CONSIDERATION

By E. Biardot.

President of Franco-American Food Company, Jersey City, Manufacturers of Soups, Pâtés, Puddings, Sauces, Pork and Beans, Spaghetti, etc.

A recent experience of mine has made me wonder how many manufacturers of high-grade products are over-emphasizing the quality appeal and scaring off some of the patronage which legitimately belongs to them.

The merest accident, only a month or so ago, revealed to us in our own business the opportunity for an important development which we had, through press of other considerations, overlooked for twenty years.

Just before that time we had some rather attractive posters designed for the subway and elevated stations in Manhattan and Brooklyn. They were lithographed in colors and showed the Franco-American trade-mark, the boy chef, surrounded by pictures of some of the products, altogether an effective piece of work, we thought.

There was some delay in getting the posters out and as we had contracted for the space they were to occupy, it became necessary to post something else in a hurry to take their place for a few days. We got out something in haste, without giving it much thought—just an all-type announcement of Franco-American

soups of many different kinds "from ten cents up."

That "ten cents up" was put in to cover the pork and beans and the spaghetti and without particular thought—almost as a "filler." We did not consider the price important.

The posters had not been up many days before we began to hear from them in one way or another.

For instance, a business friend of mine remarked one day:

"I see you're getting out a ten-cent line of your goods."

"Oh, that part is not new," I replied. "We have always done that."

"That is the first time I ever heard of it," answered my friend, "and I thought I knew your line as thoroughly as anybody outside of the business."

"Why, we have always advertised in quarts, pints and half-pints. Many of the half-pints are ten cents," I said.

"Who knows it?" asked my business friend.

That set me thinking, and after that we began to ask questions here and there, particularly of the women who came to visit our kitchen-factory.

We were much astonished to find a very general sentiment that our soups were expensive and that they could only be had in the higher-priced tins. And we were not a little astonished to find that most of the people who thought this way were middle-class people with good incomes, who would not, we should have imagined, have balked at the higher though nevertheless reasonably priced package.

We find the people to-day thinking more about price than we believe they have ever thought before. I do not believe they think

any the less of quality, when they recognize it; but as between two things undefined or not adequately defined, the deciding factor, of course, is a price consideration. The increase in the cost of living has had its effect.

The result of our investigation was to cancel the order for the more ornate poster and stick to the simple "bull's eye" announcement with its news story of products "from ten cents up." We have developed, or are developing, the idea in our other advertising and we are already getting returns from it. I cannot say the popular demand will ever rival the class demand but the indications are sufficiently numerous to show that we have made no mistake.

This revelation of a popular demand right at our door all these years has been a little startling. We have always packed a large number of the smaller

FRANCO AMERICAN SOUPS

**Best at any price
in 3 sizes.
Quart, pint and
½ pint tins. From
10¢ up**

THE POSTER THAT ACCIDENTALLY REVEALED
A BIGGER, BROADER MARKET

tins, but found no evidence of any extraordinary demand for them. They were not as much called for as the pints and quarts. Then again the dealers more or less naturally discouraged the addition of extra sizes, and made it more difficult to realize the ex-

tent of any demand for the smaller tins.

All these years the price of our goods had never cut any figure in our advertising. They had been sold and advertised strictly on quality. Our business was built up originally on soups of quality, that is, on *ideal* foods in this liquid form without regard to cost or price.



PRICE BEGINNING TO CUT A FIGURE

We developed the factory along those lines, emphasizing the wholesomeness of the food that went into stock, the care exercised in the preparation of it and the sanitary nature of the surroundings.

Within the past year we have added two products to our line of soups, and other table delicacies,—pork, beans and spaghetti. This was a natural expansion, taking its rise out of the advisability for getting the maximum value out of our kitchen-factory and keeping *au courant* with the popular taste.

Naturally baked beans and spaghetti were packed up in the standard ten-cent sizes and then we adjusted our advertising campaign in the street cars, stations and on the billboards to fit the new situation.

I presume manufacturers in all lines have similar experiences. The thing which is closest to us and which may come to play a very important rôle in our business is often the thing to which we are for a long time blind. We could find it out at any time by a searching analysis, but we do not see the need for an analysis, and we let it go. Then, by and by, we find out that we have been overlooking thousands of dollars lying about our feet.

We do not have to search far

SCRIBNER'S

FOR MARCH

THE AUTOMOBILE IN AFRICA

by

Sir Henry Norman, M.P.



ILLUSTRATING
THE MANNER
IN WHICH
SCRIBNER'S
TELLS TO
AUTOMOBILE
LOVERS.

ITS READERS DO THE
THINGS NORMAN TELLS ABOUT.
ITS ADVERTISERS FURNISH
THE MATERIALS

and wide for markets; they are to be found by looking within.

All this raises an interesting question for manufacturers to consider—*how far is it wise to carry the quality appeal?* Isn't it prudent to cast an anchor to windward in the shape of another line than the main one which is being exploited, or, at least, to call attention to the smaller packages often enough so that they will not be lost sight of, and when this is done, to explain quantity by price instead of size?

My own opinion is that this is the desirable thing to do and I have backed the opinion in the Franco-American advertising.

We have, of course, no real reason for being surprised at the results of our past advertising. It was at first a matter of wonderment to us that considering the great amount of advertising we have done, the large amount of handsomely printed and illustrated booklets we have distributed and the pains we have taken to inform the grocers—that considering all this there should still be any one familiar enough with our line to use any of it who



CAR CARD WITH ACCENT ON QUANTITY AS WELL AS QUALITY

should not at the same time know that we had the ten-cent packages.

We should not, however, lay that at the door of advertising as a shortcoming. It rather, if correctly interpreted, will be found to be a tribute to the power of advertising. Our advertising has driven home the single fact that our products are designed to be quality products and in the absence of any other explanation, we cannot complain if that does not suggest cheapness; the advertising did all it was asked to do. We are asking more of it now, that is all.

POOR USE OF ENGLISH IN ADVERTISING

NEW YORK, February 16, 1912.

Editor of PRINTERS' INK:

Is the improper use of the word "don't" in certain recent advertisements due to lack of knowledge of what is right, or is the error consciously made under the queer impression that "bad grammar" is a good "attention compeller"?

I have in mind three cases. Postum is advertised on back covers of magazines under this head line: "If coffee don't agree with you, use Postum." A Campbell's soup newspaper ad has this head line: "Absent Treatment don't go." Baltimore Club whiskey is represented in the subway by an artistic card, which is marred by this defective legend: "We have been friends for forty years, and it don't seem a day too long." (In this case I quote from memory, but "don't" figures as indicated.)

Some day, as some people with liberal views regarding the use of English contend, "don't" may be regarded as a proper elision of "doesn't," now the proper term when the singular idea is in mind. But that time is not yet here, and it seems to me that good copy-writers should exercise some regard for the susceptibilities of folks who wish to see good English in use in the advertising, as well as in the editorial pages.

G. L. P.

CALIFORNIA NEWSPAPER CHANGES

H. E. Rhoads, general manager of the Los Angeles *Record* and the San Diego *Sun* has taken over the general business management of the San Francisco *News*. F. A. Brockhagen, who retires as business manager of the *News*, goes into the real estate business. He is succeeded in San Francisco by Robert M. Doppler, who has been business manager of the San Diego *Sun*, who is succeeded in San Diego by A. J. Copeland, formerly business manager of the Berkeley *Independent*. M. S. Day remains as business manager of the Los Angeles *Record*.

THE NAME QUESTION AND EGGS

The Boston *Transcript* recently had an ad of "Forefathers' Eggs," curiously enough, in spite of the name, advanced by the advertiser, one Harry Chaffee, as being not "over one day old." A correspondent of PRINTERS' INK asks: "How about eating the eggs of our forefathers?"

NEW ADVERTISING MANAGER OF PROCTER & GAMBLE COMPANY

R. F. Rogan has been appointed advertising manager of Procter & Gamble Company, Cincinnati, makers of Ivory Soap and Crisco. Mr. Rogan was an assistant in the advertising department.

Ever stop to consider selling possibilities when reaching direct 400,000 homes through “Needlecraft”

The magazine which is read by at least two members of each family, or 800,000 readers.

Of course, advertisers using "Needlecraft" for April will have advantage of a circulation in excess of 400,000; this excess being FREE and doubly strengthening statements made last Fall to the effect that 400,000 would be reached with the April issue.

No reason why "Needlecraft" should not have a circulation exceeding 500,000 by next Fall—it's growing every day.

The thing to do is to take advantage of the April offer of \$1.50 up to and including September if copy is placed in April issue. Otherwise the new rate of \$2.00 will be effective.

April advertising forms close Feb. 29th.

The Vickery & Hill Publishing Co.

30 N. Dearborn Street
CHICAGO

Flat Iron Building
NEW YORK

OVERSELLING THAT DAMMED UP A CHANNEL OF DEMAND

A MANUFACTURER, CONCERNED AT THE ABSENCE OF RE-ORDERS, SLEUTHED IN THE TRADE AS A CONSUMER AND DISCOVERED THE SNAG—THE TROUBLE REMEDIED BY TABLES OF POSSIBLE CONSUMPTION IN EACH TOWN—THE QUESTION OF HOW MUCH TO SELL DEALER

*By W. W. Garrison,
Of the Hudson Motor Car Company,
Detroit.*

There is a certain great national advertiser of a comparatively staple article, whose name you would recognize in an instant were it connected with this story, who several years ago was having difficulties with his selling machinery that threatened the business seriously.

At the point at which this story takes up the thread of his fortunes, it became a matter of great moment as to whether it would that year be possible for the factory to work even half-time, so small was demand for the goods.

The fact that the manufacturer-advertiser had had a huge volume of business the year preceding had impelled him to put in extra machinery, enlarge his factory organization and prepare for a logical increase the year following. He had a large investment tied up; interest on his money kept piling up, and yet there was little prospect of enlarging the output without putting half of it in warehouses or storage.

He had grown familiar with his advertising, which had been successful during a number of years past. He knew exactly the advertising points which were selling the goods to the consumer.

It was the same type of copy that had been running in years past—the most effective style of copy for selling the product—which he was using when the business slump became distinctly noticeable. By the process of elimination he endeavored to find out and remove the snag.

The advertising was put aside.

That seemed correct. He went through the factory; his investigation there took him nearly a week. There was nothing wrong with the goods, he was positive.

Through a mailing list of consumers' names he ascertained within a short time that the consumer who *was* buying, was pleased with the goods and was "repeating."

That simmered the problem down to jobbing and dealer conditions.

He wrote a number of jobbers whom he knew personally. He asked them to state frankly why he had had little or no business from them within the past few months and during the selling season to the trade.

The answer came back, "Little or no demand."

This made him ponder over the advertising for another period of time. "There must be changing consumer conditions that I am not familiar with," he reasoned out to himself. "If that is the case I will find out mighty quickly."

From the territory surrounding the factory—a district within a radius of about 300 miles of the city in which the manufacturing plant was located—he called in his salesmen.

"What's the matter with your dealers?" was the first question that was put to the meeting of salesmen. "They are not ordering through their jobbers, and I have no jobber orders that indicate that you are selling the dealers. Where's the trouble?"

It was the opinion of the salesmen—almost unanimous—that the trade "simply wasn't buying right then." There were some of the goods on their shelves from the season previous, the salesmen ventured, and when they were unloaded on the consumer there would perhaps be some demand if conditions at that time were ripe.

It was a truly disheartening situation to this manufacturer. Salesmen were sent back to their districts and the matter rested for a short time. A fortnight failed to show any improvement in business.

Chronicles of New England

Feb. 22, 1912

By C. E. BELLATTY

Facts Worth Filing

THE warmest editorials in the Boston dailies are those that appear when word reaches the sanctum that somebody has written a letter or uttered a public speech in disparagement of New England.

* * *

Boston is the centre of the most populous community in the new world—only excepting New York City.

It has the best steam and electric passenger transportation facilities of any city, excepting none.

The per capita wealth of Boston is \$2150. Compare this with \$1520 per capita for New York.

The wage earners of New England get *80 per cent* more pay than the wage earners of the country at large.

New England leads the country in the manufacture of leather and of boots and shoes and stands at the head of the woolen and cotton manufacturing industries of the nation. Boston is the largest

wool market in America. The biggest cotton mills in the world are busy in New Bedford; and new plants or additions to old ones are under construction practically all the time.

Within the period that the population of New England has increased 7 per cent the output of manufactured products has increased 23 per cent.

The savings of the New England people are the greatest, man for man, the world ever saw.

The New England resort business brings in more than \$60,000,000 a year,—more than *twice* as much as all the silver mines of the country produced last year.

The native New Englander is a distinctive personality with certain defined characteristics and habits of thought. His average is high in shrewdness, intelligence, and in the *practical* quality of mind. He has the means to buy—and once convinced, he becomes a permanent customer.

Why don't manufacturers in and out of New England recognize the possibilities of intensive work in this territory? Some of them do—more will! And the work done here will lead to more intelligent exploitation of the National market! We invite inquiry.



H. B. HUMPHREY CO. :: BOSTON

THE LOGICAL NEW ENGLAND AGENCY

That stirred the head of the institution to action. One night he boarded the train for a point about 200 miles from the city in which the factory was located. He wanted to be out of range of the factory influence and get a correct perspective on the business.

In the guise of a consumer he visited several dealers in that city. The dealer brought him out his own product in each case. From the boxes in which the goods were contained he recognized them as being of the outputs of the year previous and the year before that.

"This the latest you've got in these goods?" the manufacturer asked of each dealer. He found that in each case the goods were old. He noted that fact in his memorandum book.

None of the dealers seemed to show the least enthusiasm toward his goods. There was not the least effort to push them—to get him to buy. The goods were shown when asked for by name. That was all. The trade was apathetic toward the product.

"That must be the reason the re-orders are not coming," he reasoned. "They're not pushing the product. But why?"

As he began to get light on the proposition he went to several other cities to confirm his findings. In almost every case he found the same apathy. He represented himself as a prospective purchaser.

Finally he came out frankly with one dealer and revealed his identity as the manufacturer of the goods he was looking at.

SALESMEN GUILTY OF OVERSELLING

"Now look here. You're not pushing these goods. You're making no effort to sell them to me," he told the retail merchant. "Hence the average consumer who comes in here may or may not see my goods when she asks for articles of this type. Even if she calls for them by name, all you do is merely to show them. For all I know you may be substituting half the time. Will you tell me frankly what's the matter? Where is the difficulty?"

The dealer pondered a moment. "It's over a year since I laid in this stock of your product—and it was a mighty big stock for me to handle. Your salesman misrepresented to me that the goods were going to be very heavy sellers. And he proved it so sincerely that he simply 'took me in.' He made me believe I'd have to stock up heavily to meet the big demand that he told about or I might be short on account of over-demand on the factory from other sections of the country. I fell for it, that's all. And I don't much care whether I ever order any more of them. Those goods on that shelf are really out of date. I wouldn't buy them myself if I were a consumer and why should I push them? I and my men haven't got much respect for them—and little enthusiasm on the subject. I expected the heavy advertising you were doing and going to do—you're salesman told me about it—would make them heavy sellers. I actually thought I'd be cleaned out within a few months. It's over a year now since I put them in. Can't blame me much, can you?"

The manufacturer agreed with him.

Here was a dealer who had been pumped full of enthusiasm toward the goods by the salesman. He had ordered heavily as a consequence—too heavily. The overload of stock had killed his enthusiasm toward the product and the organization back of it.

The secret of a sagging market was *overselling*.

It took a very short time to determine that the same condition lay at the bottom of the entire situation—all dealers were of practically the same opinion. The salesmen had loaded up every dealer to the limit of his funds by their good salesmanship, perhaps. And with the same action they had killed—after a few months—the dealer's desire to push the goods. The result was that the dealer found himself powerless to unload. He didn't have the necessary enthusiasm toward the goods or the house. Now the goods were out-of-date,



SOME advertisers, who seem to deplore "the time wasted in looking before one leaps," act on vaguely formed impressions.

The "impression" concerning this agency depends upon the part of our work with which the "impressee" is most familiar.

In many quarters we are regarded as a "Newspaper Agency." In others as a "Magazine Agency." Occasionally we are charged with specializing on "Farm Papers," and recently an advertiser who knew something of our work in street cars was surprised to learn that we did much of anything else.

We have heard of advertisers being warned against us because we are "a pretty picture agency" and some of our clients wonder why our ads are all "long arguments" in type.

This is an advertising agency. As such, it has no special tendency in the direction of any media. It knows it has no preferences and believes it has no prejudices.

Its job is to sell goods, and to do that it uses such avenues of publicity as seem to offer the most efficient media for a given selling campaign.

Our reason for saying these things is that we should like prospective clients to give us a look before they leap—especially if they are inclined to leap in some other direction.

We should like the privilege of telling our own story.

Calkins and Holden

250 Fifth Avenue, New York

DESIGNING

- Trade Marks
- Posters
- Outdoor Signs
- Show Cards
- Price Cards
- Cartons
- Containers

PRINTING

- Booklets
- Catalogs
- Mailing Folders
- Envelope Stuffers
- Broadsides of Dealers'
- Advertising helps
- Car Cards

PLACING

- Newspapers
- Magazines
- Farm Papers
- Street Cars
- Trade Papers
- Class Papers
- Outdoor Publicity

For England, the Continent and the British Colonies: a special service
in collaboration with H. POWELL REES, LTD., of London, England

to the dealer's mind. Hence re-orders from any but the very liveliest dealers were impossible.

On his homeward-bound train the night he returned to the factory the manufacturer put in several hours of deep thinking. It was *his* fault, after all. He had given his salesmen to believe that it was their duty to load the dealer up to the last notch, and then let him find the way to unload. That was the mistake.

A SELLING POLICY FOUNDED ON ANALYSIS

A business policy that lives to this day was formulated then and there. The manufacturer learned what the average dealer in certain sized towns could sell in a single selling season—in this trade it consisted of several months in spring and fall.

He made an actual tabulation for towns of each size. Then he graded the dealers into three separate classes for each size of towns and cities: large dealers, medium-class dealers, and small dealers.

Opposite each class he placed the volume of his goods they had been selling—an average that was safe, having been established. In the next column of the tabulation was a careful estimate of all the goods of this type which the dealer was selling—on the average.

Then by comparing the two sets of figures the manufacturer arrived at the amount of goods that the dealers of each class *ought* to sell for him. That was the important part of the tabulation.

It was a little larger than the volume of goods the average dealer had sold for the preceding year. But it was a smaller figure than the average stock his salesmen had sold to these dealers the year preceding. The reason the figure was made larger than the actual amount the average dealers had sold was to allow for a percentage of actual enthusiasm on the dealer's part.

Immediately upon arrival at his office the next day, the manufacturer dictated a letter to all jobbers and dealers who handled the product. It asked them to return

every dollar's worth of goods of the year before that were still on their shelves. The transportation was paid by the factory. The letter agreed to replace the old goods, for which, fortunately, there was a market of lower type, entirely with the new product.

The semi-annual convention of salesmen was at hand. A letter which reached every salesman just before he left his territory for the factory told the whole story, just as it has been told here. The tabulation of goods that each dealer could and ought to sell was given.

A new distinct policy against overselling was outlined. The reasons were told. The manufacturer acknowledged the necessity of the change. The salesmen were told to think it over on their way to the factory, and to have some good views on it when the meeting convened.

At the convention the new policy was laid down verbally. Specific cases were cited—names of dealers in each salesman's territory entered into the discussion.

It was made plain that it was a greater offense to oversell than it was to undersell. The results to the factory were more disastrous.

Then the salesmen, each fortified by a tabulated schedule of logical orders they were to get from each class of dealer in each class town or city, left for their territories.

"SQUARE DEAL" CREATED ENTHUSIASM

Each man subtracted the hold-over stock from the logical order and the dealer, his enthusiasm aroused over the square deal, usually agreed to take the amount of goods the salesman specified.

News of the square dealing by this manufacturer spread through the retail trade. It put many new accounts on the books of the house. This time the dealer put his shoulder to the wheel and actually pushed the goods. It was surprising the way re-orders began to come in before the consumer selling season was over—

dealers were overselling their allotments.

Abolishing over-selling is said to be the reason that this manufacturer-advertiser to-day is on such a firm footing with the trade. His advertising in national mediums and daily newspapers is made especially productive by the fact that dealers handling the line take his suggestions as to how to "tie up" to the national advertising.

His window display ideas are used widely. You will find few stores that are unwilling to display his store cards and other consumer literature. Their enthusiasm is to-day focused on these goods and the end of overselling is responsible. It marked an epoch in the history of the institution.

CARE IN ADVICE TO DEALER A GOOD POLICY

There are a number of manufacturers who recognize the necessity for being careful in how they advise the dealer to order. And they find it good policy, although I have never known of any who put the matter on such a scientific basis as the house told of above—and have outlined selling capacity of each type of dealer as well.

I know of a manufacturer of an article of wear, who, on inaugurating an advertising campaign which he promised the dealers would be successful, refused to take any larger order than for one hundred dollars' worth of goods at a time.

He explained it by stating that experience had taught him that the mere matter of *reordering* had a powerful effect on the dealer's attitude toward the manufacturer. It showed the dealer concretely that the goods were moving—that the advertising was making good—that the manufacturer was alive and sending demand into his store.

He said that the oftener the dealer could be made to reorder, regardless of the size of the order the harder the dealer would push the goods for the turning over of his money quickly, aroused his enthusiasm toward

the house and he spent his selling energies in that direction, naturally.

It is often well to oversell the dealer a little—not too much—for the reason that he will work a little harder to move the goods then. Overselling him as heavily as did the manufacturer on whose experience this article is based throws cold water on his enthusiasm and hence produces apathy toward the product. The result is that the dealer will *undersell* the consumer.

But when a dealer expends a little more energy over his counter and in local newspaper advertising he is simply adding to his own profit by working harder for himself, which produces the desired result for manufacturer, jobber and dealer.

SOUTHEASTERN DIVISION MEETS AT ATLANTA

The first annual convention of the Southeastern Division of the A. A. C. of A. was held at Atlanta, February 16 and 17. More than one hundred delegates were present. Thomas S. Basham of Louisville presided.

Address were made by E. D. Gibbs, of Philadelphia; Dr. F. A. Winn, of Dallas, and S. C. Dobbs. St. Elmo Massengale told of the educational work of the Association. Advertising subjects were treated by R. Winston Harvey, president of the Lynchburg Ad Club; C. E. Ivey, of the Richmond Club; A. W. McKeand, of the Charleston Club; V. H. Hanson, of Birmingham, and Bruce Kennedy, of Montgomery. J. S. Pottsdamer, of the Kettnerlinus Lithographing Company, Philadelphia, delivered an illustrated talk.

The final banquet was held Saturday night. Next year's convention will be held at Birmingham.

New officers are L. D. Hicks, of Atlanta, president; R. Winston Harvey, of Lynchburg, vice-president; Bruce Kennedy, of Montgomery, secretary; and Geo. Lowman, of Birmingham, treasurer.

NEW MEMBERS A. N. P. A.

Recent additions to the American Newspaper Publishers' Association are *Jewish Daily News*, of New York, the *Times* and *Herald*, of Hamilton, Can.

Ernest Edwards, an advertising agent in New York for the last twenty-five years, died at his home in Sheepshead Bay on February 14. Mr. Edwards had offices at No. 429 Sixth avenue.

W. Lester Taylor has resigned from the Cramer-Krasselt Company, Milwaukee, advertising agents, and is now sales manager of the German-American "Nitragin" Company, Milwaukee.

THE MORAL FORCE

is shown in this analysis
of the March 1912 issue of
THE RED BOOK
MAGAZINE

THE RED BOOK MAGAZINE

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Copyright, 1932, by The Red Book Corporation.	Printed at Stationers' Hall, London, England.	All Rights Reserved
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PHOTOGRAPHIC ART STUDIES	By Melotti Studio, Chicago	
FRONTPAGE	Drawn by Morris Clegg	
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RCDF GOOD FICTION

Where there's a will, there's a way

There's many a slip twixt cup and the lip

Judge not that ye be not judged

A man's a man for a' that!

Do unto others as ye would be done by

And whosoever shall exalt himself shall be abased

The best-laid plans of mice and men gang aft a-gley

Think twice before you speak once

Men are the sport of circumstances

Don't count your chickens before they're hatched

Out of thine own mouth shall I judge thee

The truth is mighty and shall prevail

The righteous shall live by faith

What Is the Call Efficiency Percentage of Your Salesmen?

Probably it is excellent—or you would be busy chopping off heads.

But a careful study of the efficiency of call percentages in many lines of business shows us that after all sorts of bonus offers, honor bulletins, "new idea" plans and "activity-incentives" have reached their limit in promoting the call efficiency percentages of salesmen, localized advertising has never yet failed, when done under right guidance, to advance these percentages out of all proportion to the cost.

Don't expect the impossible from your salesmen. Dealers are weary of promises and general scattered advertising that they can't check up. They are looking for concrete demand-raising work directly on the big bulk of their local customers—in other words, they are 100% responsive to local newspaper advertising only—and for good reasons.

We are prepared to help you figure how this might apply to your business.

Complete information on this subject will be furnished to any manufacturer applying to

THE DAILY NEWSPAPER CLUB

A National Association for the Promotion of Newspaper Advertising

J. W. ADAMS
Secretary-General Manager

803 World Building, N. Y.

Members of The Daily Newspaper Club:

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BOSTON, MASS. Daily Globe Herald Transcript	COLUMBIA, S. C. State	MERIDEN, CT. Morning Record	PORTLAND, ME. Express
BROOKLYN, N. Y. Daily Eagle	DES MOINES, IA. Capital	MINNEAPOLIS, MINN. Journal	ROCHESTER, N. Y. Democrat and Chronicle
BUFFALO, N. Y. Evening News	ERIE, PA. Dispatch	MONTGOMERY, ALA. Advertiser	SAVANNAH, GA. Morning News
BURLINGTON, VT. Free Press	FORT WORTH, TEX. Star-Telegram	NEW BEDFORD, MASS. Mercury	SPokane, WASH. Spokesman-Review
CHATTANOOGA, TENN. Times	HOUSTON, TEX. Chronicle	NEW YORK, N. Y. Post	SPRINGFIELD, MASS. Union
CHICAGO, ILL. Daily News Record-Herald Tribune	KANSAS CITY, MO. Star	St. Louis States-Zeitung	ST. JOSEPH, MO. News-Press
Louisville, Ky. Courier-Journal	KINGSTON, N. Y. Freeman	World	ST. PAUL, MINN. Dispatch
Times	LOUISVILLE, KY. Courier-Journal	OMAHA, NEB. Bee	Pioneer Press
	Times	PHILADELPHIA, PA. Public Ledger	TROY, N. Y. Record

RECOVERING FROM A WRONG DIAGNOSIS

THE UNCONSIDERED FACTOR WHICH MADE DISTRIBUTION FOR CRACKERS UNAVAILABLE FOR CANDY—A FULL YEAR'S EFFORT THROWN AWAY—BEGINNING OVER AGAIN THE PRICE OF SUCCESS FOR VASSAR CHOCOLATES

It is hard enough to start from the beginning to create sales for a new product, but it is doubly hard to start from a false beginning. It takes a lot of pluck to throw away the work of a whole year, admit that it was wrongly applied, and start again along entirely different lines. Sometimes persistence along the wrong line will bring a semblance of success, but it is tremendously expensive. A better way is to admit defeat as gracefully as possible, and start again. Learning by mistakes is one road to progress.

Perhaps one of the most frequent causes of false starts is a wrong diagnosis; a failure to comprehend exactly the problem which is to be solved. Some factor in the equation goes undiscovered, and it is found not to be an equation at all. It happened that way some eight years ago when the Loose-Wiles Biscuit Company decided to launch Vassar Chocolates, a high-grade candy which was the product of the confectionery department of the company's Kansas City factory. The company had national distribution ready-made for the new product, and it was intended to make it a companion to Sunshine Biscuits and the other widely known products of its manufacture.

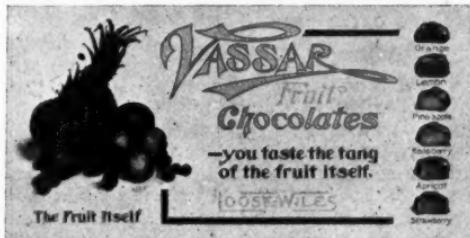
The advertising agency submitted plans for advertising Vassar Chocolates to the consumer on a wide scale. They were accepted, and the champion went forward. At the end of a year the company was wondering why it fell down.

Some sale for the goods had been developed, true, but it wasn't profitable. The whole proposition had to be re-analyzed from the beginning and a new start made.

The analysis began, properly, with the product itself. It was a confection of the very highest grade, attractively packaged, and priced so as to afford a very substantial profit to the retailer. In quality it was equal to any competitive brand at the same price, and there seemed to be no reason why it should not have secured at least a good start in the public favor in a year's time.

But when the company began to consider the distribution and the reasons dealers gave for not stocking the goods, the trouble was located.

The distribution which the company had obtained for its other products was through the grocery stores of the better class. Now there is no essential reason why grocery stores cannot sell candy—in fact, many of them do—but the profit on Vassar Chocolates was so much higher than that upon the general line of goods sold in grocery stores that the manufacturers were providing a constant temptation towards price cutting. To maintain the price was simply out of the question. Vassar Chocolates were sixty cents here, fifty-seven next door, forty-nine around the corner. The grocer further down the



A CAR CARD THAT BACKED UP THE SAMPLING

street could not be persuaded to stock a line of goods on which he would have to cut the price below a reasonable profit in order to compete with his neighbors.

It was instantly realized that

if Vassar Chocolates were to make any headway, it was necessary to maintain the retail price, and to do that necessitated the building up of an entirely new channel of distribution, or a reduction of the retail price to a point where the grocer could be persuaded to maintain it. The latter possibility was discarded.

without much hesitation. Vassar Chocolates had not secured a very good name with the grocery trade, and it looked easier and more profitable to take the other course.

The old advertising plan was courageously thrown overboard bodily, and the company went after the retail druggist on an entirely new plan. The campaign started in Kansas City and gradually spread South and West, until to-day Vassar Chocolates are sold in a dozen states.

SAMPLING TO THE RESCUE

The nub of the campaign to secure distribution through drug stores was a sampling proposition. Each dealer was offered a certain number of sample boxes, according to the size of his initial stock order. Each sample box contained enough of the candy to give the recipient a good taste and to thoroughly whet the appetite for sweets.

Distribution of the samples was carried on exclusively through the dealers themselves. The dealer furnished a list of names to the company, corresponding in number to the number of sample

Moving Picture Slides

6 to 8 Colors

The moving picture show in your locality entertains hundreds of people every day. They come for an hour's amusement; and while they are being entertained is a very good time to bring Vassar Chocolates to their attention.



Proprietors of moving picture theaters charge from 50¢ to \$2 a week for throwing these slides on their curtains during intermissions. You will find this a very profitable advertising expense, worth more than its costs.

Write to us today for a Moving-Picture Slide to advertise your stock of Vassar Chocolates. It will help turn your stock quickly. We will supply as many as you need—free.

Loose-Wiles Kansas City

A FOLDER THAT TOOK THE ARGUMENT UP SQUARELY WITH THE DEALER

boxes furnished him. The company mailed to each *an order on the dealer* for a sample box. The customer had actually to go to the store where the candy was on sale to get her sample, and the dealer and the company were assured that the candy was placed in the proper hands.

In the larger cities, Kansas City particularly, the sampling was backed up with car cards and billboard displays. The same designs were used as window hangers to further link up the advertising with the places where the candy was actually on sale, and prizes were offered for the most attractive window displays made from the candy boxes, pennants, hangers, etc., furnished by the company.

Slides for moving picture theatres were extensively used, being furnished free of charge to the dealer with his name on the slide. Just before the holidays, and at other appropriate seasons, the company mails booklets and other attractive matter direct to the consumer names which have been supplied by dealers in connection with the sampling campaign.

As a result of this rather slow but careful system, Vassar Chocolates are getting a real foothold within the trade zone supplied from Kansas City. It is trade located where it can be conveniently handled, grouped so that there is a minimum of lost motion, and its steady growth shows that the company is on the right track in spite of a false start.

DEPARTMENT OF COMMERCE
AND LABOR TO ISSUE LIST
OF ADVERTISING
MEDIUMS

The Bureau of Manufactures of the Department of Commerce and Labor is preparing a directory of foreign publications which should prove good mediums for the advertising of American goods. The directory is to be compiled from material which has appeared in *The Daily Consular and Trade Reports*, the publication of the Bureau.

The name of the paper will be given, the language in which it is published, the frequency of issue, the advertising and subscription rates in the money of the country and in United States money, and an estimate of the circulation. Data regarding English newspapers have already appeared in the issue of *The Daily Consular Reports* for November 27, 1911, and the issue for January 6, 1912, contained most of the South American dailies.

DRUGGISTS ORGANIZE A CO-
OPERATIVE PLAN FOR AD-
VERTISING

Ninety-two of the 240 druggists in Cleveland have formed a co-operative association, known as the Mutual Drug Advertising Company, for the promotion of their business and for mutual protection.

This is in line with the plan inaugurated recently when forty-seven drug stores in Cincinnati banded together, forming the Economy Drug Stores. The stores, while joining in their advertising, will continue under private ownership, each preserving its individuality. An advertising campaign will be conducted to inform the public that low prices for standard drugs and medicines will be met.

PILL COUNTERFEITER GETS JAIL
SENTENCE

William Fink, a Brooklyn druggist, was sentenced to four months in the penitentiary January 15, for counterfeiting the trade-marks on Carter's Little Liver Pills.

The Elks were the guests of honor at the luncheon of the Portland, Ore., Ad Club, February 7. There were 250 present.

"Sight and Unseen"

When you were a boy did you ever "swap knives sight and unseen"?

Yes.

Do you buy circulation that way now?

Yes—

Unless you are buying *The Ladies' World* circulation.

The exact location of every copy of *The Ladies' World* can be shown.

THE
LADIES' WORLD
NEW YORK

DETERMINING THE NATURAL FIELD OF DEMAND

THE SECOND STEP IN MAKING CERTAIN "BEFORE YOU LEAP"—ANALYSIS OF THE FIELD TABULATED—INVESTIGATION REVEALS THE "EASIEST WAY"

*By R. E. Fowler,
Advertising Manager of the Printz-Biederman Company, Cleveland.*

II

You must find the natural field for your product—the field where your product will have the widest appeal and where every argument you put forth will bear the greatest fruit. This can be done by a careful and painstaking analysis. But you must be logical—you must be consistent in your analysis. There is a natural field for every article of worth; a natural channel through which it will flow from the maker to the consumer as easily as the water from the mountain top finds its way to the sea.

Too many advertisers overlook this very apparent fact of a natural field and thus find themselves working under a handicap that grievously mars their sales totals. One example: A miller who has a white flour of extraordinary fineness and particularly excellent for bread baking appeals to the housewives of the cities, when it is a known fact that the average city housewife buys her bread and has nothing whatsoever to say about what kind of flour her baker shall use.

The chart, "The Analysis of the Field," divides itself into six major divisions: Location, Consumers, Climate, Financial condition, Transportation and Competition, and these immediately sub-divide themselves into many minor divisions, all of which have their bearing upon the final success of your product in its field of profitable sales.

Let us take up the first major division, Location. Is your product intended for use in the city, the medium-size town or the country?

Do you intend doing a small local business, or do you intend

covering certain specific territory, or do you wish a national market with all of its attendant profits?

If your article is intended for city use, it would be folly to strive to sell it profitably in the rural communities and vice versa. As an example, electric reading lamps are certainly desirable, useful and economical, and just as certainly a city and medium-size town proposition, because of the necessity of having an electric current to supply the illumination.

Let us decide where we can sell your product profitably by holding it up against this chart of location, and when we have decided under which classification it legitimately comes we will proceed to the next major sub-division, Consumers. These naturally divide themselves into the two sexes, male and female, and running out of each minor sub-division is an almost endless stream of qualifying sub-divisions. If the answer be male, we immediately find the long list beginning with wealthy, well-to-do and poor. From these we drop to married or single, knowing full well that articles can have an appeal to the married man which would be of slight interest to the unmarried man. Take, for instance, a Rudd instantaneous water heater. This might be of great interest to the married man contemplating the erection of a home, while to the average unmarried man it would be entirely devoid of appeal.

We must next measure your product against the three following classes: Young, middle-aged and old. We must do this for many articles that appeal to one will not appeal to another. For example, roller skates for the young, hair growers for the middle-aged, and a quilted dressing gown, padded chair and velvet slippers for the aged.

TO REACH THE LABORER

Our next sub-division in analyzing our possible consumers is Laborers, and these are divided into the skilled and unskilled. The skilled we naturally classify as mechanics and, to them, if our

Engineering News

Is A Passport To The Field Of Civil Engineering Construction

Your story, told in Engineering News, goes straight to the **big** men in the field of civil engineering—

The big buying units. The men who could give the word to buy your product and to whom you want to sell.

Engineering News is a passport—an official carrier of your story to the field in which your business lies.

The men who subscribe to Engineering News recognize it as the leading journal devoted to American

Engineering, and value it accordingly.

Just as certain as the editorial pages are respected and valued just so certain is the "Selling Section" given like consideration.

The prestige of the paper
is the best guarantee that
your story will be given a
careful hearing.

Write us your proposition
and let us advise you.

If it can be successfully advertised in Engineering News we will work with you and for you to bring about results.



The five great, quality circulation engineering papers of the Hill Publishing Company are:

The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 19,000.

If you sell machinery or equipment to concerns in any of the above fields, our "Make-It-Pay" Department will help you do it right. Call on it now—address

American Machinist (1877)

Devoted to the Work of Machinery
Construction. Circulation 27,250.

Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,500

Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 7,000.

HILL PUBLISHING COMPANY

505 Pearl Street, New York

PRINTERS' INK

TABULAR ANALYSIS OF THE POSSIBLE FIELD OF DEMAND

Field	Location	City	Wealthy	Skilled	{ Doctors Lawyers Ministers Dentists Mech. Engr. Elec. Engr. Civil Engr. Etc.
		Town	Well-to-do		
		Country	Poor		
		Local	Married		
		Territorially	Single		
	Consumers	National	Young	Unskilled	{
		Male.....	Middle-aged		Doctors Lawyers Ministers Dentists Mech. Engr. Elec. Engr. Civil Engr. Etc.
		Old Laborers.....	Old		
		Farmers	Skilled		
		Mechanics	Unskilled		
	Climate	Clerks	Business Men		
		Professions.....			
		Business Men			
		Rich			
		Medium			
	Field	Poor			
		Married			
		Single			
		Young			
		Old			
	Financial condition depends on	Middle-aged			
		Servants			
		Factory Workers			
		Office Workers			
		Trade Workers			
	Transportation	Prof. Workers			
		Mothers			
		Society or Club Women			
		Crops			
		Mining			
	Competition	Manufacturing			
		Transportation Lines			
		Speculation			
		Prof. Services Rendered			
		Railroads			
	Competition	Water Routes			
		Trolley			
		Wagons			
		Pack Trains			
		Length of Haul			
	Competition	Rates			
		Method of Packing			
		Officered by Old Men			
		Officered by Young Men			
		Aggressive			
	Competition	Lax			
		Long Established.			
		Newly Established			
		Wealthy			
		Limited Means			
	Competition	Their Sales Plans			
		Their Sales Mgr.			
		Their Sales Force			
		Their Policy toward Customers			
		Their Credit Department's			
	Competition	Attitude toward Customers			
		Their Adv. Campaign			

product be tools, we know we can appeal, while to the other class, the unskilled, we know our tool campaign would be practically valueless, and that our hope of reaching them must be primarily through the desire for creature comforts.

The next sub-division, Farmers, is interwoven with our first major sub-division, and if our product finds its greatest profitable field in the rural districts the farmers are of course our logical consumers. Example: Harrows, cultivators and grain drills.

The next, Clerks, brings us down to the deadly average of the average man, with our greatest appeal to them as a body on personal appearance, while with the next two, Professional and Business Men, we run the gamut of the professions of which only a few are mentioned, with all of their multitudinous demands. In the classification of the Business Man, we range through the intricacies of large, medium and small operators, doing business in corporations, partnerships and by agreement.

Truly, our analysis of the field, as applied to the male, has led us far afield, but, on the other hand, if the answer to the question of which sex should have been female, you can readily see that our journey would have been nearly as far.

Our next major division, Climate, and its numerous sub-divisions, may seem to have little bearing on the field of profitable sale for your product. You might say, "What has temperature, rainfall and vegetation got to do with selling any product?"

If you were selling rubber coats you would want to know the areas of greatest rainfall, wouldn't you? Suppose the product was heavy woolen hose. The fact that the temperature hovered around ninety degrees the most of the time would have some little bearing on your sales, wouldn't it? And if your product was one that particularly appealed to rural communities, it would not do you much good to try to sell it in a region of sparse vegetation, where



The Nashville Democrat

Just look at these figures, Mr. General Advertiser: DEMOCRAT, 226,002 agate lines; Tennessean, 218,568 agate lines; Banner, 215,740 agate lines. They represent the total local display and classified advertising carried during the month of January by the three Nashville daily newspapers.

They put in concrete, tangible form the most emphatic endorsement and approval of a young newspaper (the DEMOCRAT's first issue was Sept. 20, 1911) on record in newspaper annals.

National advertisers, too, who buy advertising space from a common sense size up of a scientifically purchasable commodity are waiving all the old rules of thumb, like "must be a year old" and other childish rot, and are giving this wonderfully active modern newspaper the same thoughtful consideration the local man gave it, and always with one result: its use for their Nashville publicity campaign.

What is the secret of its great advertising success? Why its circulation success? And you can answer the question that naturally follows by putting yourself in the position of a majority of the people of Nashville who woke up one morning and found that the light of their favorite morning newspaper had been snuffed out in the night by those who opposed its policies. The brilliant, vigorous youngster that later ably caught up the standard was instantly received with joyous welcome.

THE DEMOCRAT is a great popular newspaper.

Advertising rate 5c an agate line flat. Ten lines or a million.

We are at your service, any time, anywhere.

THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

a full crop was an unknown thing. These things, trifling as they may seem, are in reality the swayers of destiny, and must be taken into consideration by the man who thinks.

WHAT'S THE USE?

You can take this analysis, a map of the United States, and the books of statistics that a generous Government will supply you with—on transportation, climatic conditions, rural productions, and the weather maps of the United States Weather Bureau—and absolutely blue print your field of profitable sales on any article from tooth-picks to umbrellas; for out of these books of statistics the thinking man can dig both the next major divisions, Financial conditions and Transportation.

What's the use of trying to sell automatic piano players to a mining community that has been on strike six months? What's the use of trying to sell cream separators to farmers when crops and pastures are withering in the sun; when rain is something that they haven't seen in eight weeks?

What's the use of packing your products in casks that four men cannot lift when the only way you can reach your market is by wagon or pack trains? What's the use of shipping rush packages by water when through trains and trolleys leave every hour?

You may think that these questions are simply men of straw, but you'll find that they all have a very direct bearing on your field of profitable sales.

You'll find the Transportation can be either a jovial genius of good when fighting on your side or a veritable black giant of despair when on the side of your competition.

Let rates be high and hauls long for your product, and rates be low and hauls be short for your competitor's product. You'll soon be convinced that territory governed by those conditions is not the happy hunting ground of profits that you imagine it to be.

The last article in this series on "Analysis of the Field" will appear in PRINTERS' INK in the near future.

FROM AN AD MAN'S DIARY

PROBLEM OF GETTING ALONG WITH THE OLD MAN MAKES HIM HANKER FOR A NEW JOB—SOME OF THE DIFFICULTIES OF AN ARBITRARY APPROPRIATION—WHAT TO DO IN CASE OF TANTRUMS

By Homer Jordan.

[EDITORIAL NOTE:—For obvious reasons the gentleman who takes refuge behind the pseudonym of "Homer Jordan" does not wish his identity known lest the Old Man make trouble. Even as it is there will doubtless be a number of men who will feel that his remarks are unnecessarily personal.]

MONDAY. This is my first anniversary—a whole year on this job. Not a bad year, even if . . . The rosy dream I had when I came here has faded some; the prospect of better things higher up doesn't appeal to me the way it did—not if I have to work any closer to Old J. B. Next job I get I hope I can get in touch with a boss who knows his own mind and doesn't Welch and get cold feet and fume around over nothing. Fine thing, however, for me to be with this company; I am getting a lot of valuable experience I can cash in on some day. Sounds big on my card, and the fellows at the club treat me as if I was somebody when they know I am advertising manager for this company. But sometimes I get to figuring how much of my reputation is my own and how much belongs to the company—but away with such thoughts, they are seldom pleasant.

TUESDAY. Had a session with the old man this morning—the first one for a week. He O.K'd that back cover proposition I sent in to him Friday. Now I have four days to make up in getting the engravings done, but the agency and the engraver report that they can get them to the publication by the fifteenth. That's quick work, and I will have to lose a good part of a day making ends meet at the last minute, but I am used to that. Sometimes it seems to me that half my time or more goes to working against time on something that ought to have been decided and in the works weeks before.

How To Sell More Goods

In Philadelphia, Washington,

Indianapolis and Montreal

CThis advertisement is addressed particularly to the manufacturer who has good distribution of his product in these cities *but wants more sales.* Also to the manufacturer who has a poor distribution. In either case you need the assistance of some intelligently planned newspaper advertising to bring these territories up to the maximum of sales efficiency. Bear in mind that concentrated newspaper advertising in the following high grade home *evening* newspapers:

The Philadelphia Bulletin, circulation, 250,000
The Washington Star, circulation, 60,000
The Indianapolis News, circulation, 95,000
The Montreal Star, circulation, 81,000

will not only help you secure distribution through the dry goods, grocery, drug, department and general stores, but in addition will drive home your message to the consumer, and the constant reminder of your products in these newspapers will eventually lead to *more sales.*

CLocal merchants want to handle goods known to the consumer. This means repeat orders for the manufacturer. Perhaps you need newspaper advertising to bring your sales efficiency in the big town territory up to high water mark. I have some information on this subject which I would like to lay before any interested manufacturer.

CBooklet on "Territorial Advertising" will tell you more. Mailed on request. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York.

The old man seemed in a fairly good humor this morning. If I had known that before I went in I would have put that catalogue proposition up to him. It's going to cost \$3,000 more than last year to bring out something that will beat competition, and come up with our standing in the trade. But he beefed so when I paid seventy-five dollars for that drawing—all because the woman in the car didn't have a muff that was shaped the way he thought it ought to be—I have waited three weeks now to catch him in a proper mood to talk about the new catalogue. He decides things so much on snap judgment that it is more important to know how he's likely to snap than it is to know the advertising business. What's the use spending three weeks figuring out the right thing to do about a catalogue if he can kill the whole thing with one grunt, and start me on an entirely new scheme from an offhand suggestion that pops into his head while I am sitting there?

WEDNESDAY. Met Scott to-day at the club, not Tom, but Joe—my worthy predecessor in this job. He is with the Bradshaw & Houghtelling Motor Vehicle Company this year—my what a mouthful! Glad I don't have to drag that in at the bottom of my ads. Scott was commiserating me about having to work with the old man and wanted to know how many tantrums he had per month these days. I told him I tried to keep myself from knowing anybody's troubles but my own, but that I had a talk recently with the sales manager and the foreman of the painting department and they both had sore spots from recent encounters with the old man, so I judged that if all the other departments in the office and factory and selling department were getting as many bumps as those I know about, it would be a safe guess that the old man's tantrum capacity was running at about ninety-five per cent efficiency. You always have to leave a margin for one of those unexpected explosions that occur just when you've got everything going smoothly.

THURSDAY. Just got word to-day from the agency that our present list of magazines would cost \$4,600 more next year owing to increased rates on several of the magazines. I know what that will mean: \$4,600 less for catalogues and printed matter. How else can you get the total inside of \$100,000? I can't go to the old man and tell him that an appropriation based on round numbers and decided in two minutes by snap judgment isn't enough. I can't tell him it ought to be more than last year because the rates of a few publications have increased. I can't tell him that paper has gone up. He won't listen to anything that contemplates raising the appropriation. There isn't a magazine on the list that we could afford to take off; they are all pulling well; there would be a howl from the selling department if inquiries fell off; there are three other publications that by every right ought to be on that list—and there you are. All because of an arbitrary appropriation, and a man who won't listen to reason. No wonder Scott considered himself lucky to get out of this job. Said all his problems were not really advertising problems at all but problems of getting a forty-four caliber situation through a twenty-two caliber head. No wonder a fellow can't put his whole heart into a business like this, and is willing to take a new job selling soap or breakfast food when a good thing—one that looks good any way—opens up.

FRIDAY. More straw for the camel's back. Got the new proofs from the agency to-day—three new ads I worked out with them. Braced up this morning, pulled down my vest, and walked in boldly to show them the old man; supposed he would fall for them. But evidently his Postum was lukewarm this morning, or his Shredded Wheat went down crosswise instead of endwise, or something. He was cross as a bear, and preoccupied with his mail, and was giving someone fits over the telephone. Pretty mood for him to be in when consider-

ing what the company says about its product to the public. But I had to get an O-K on one of them at once in time to catch the next insertion of the *All-American* so I had to take my chances and show him the whole bunch. It took him about one minute to rip the whole idea up the back. He didn't care to hear that I had talked out the competitive situation with the selling department and had framed those three ads in a series to fit the conditions and the season. Where's that ad he wrote himself last June? These ads didn't strike that note—why not? Didn't care if we did miss a few insertions—wasn't going to print those things. Finally ended up by O-King the third of the series to run first, and cutting out half of the second, and all of the first—the very one that was designed to strike the initial blow at competitive claims. Oh well, it's his business! Who cares? Wonder if he wouldn't like to have it set up backwards—I'd just about as soon. But no, I've got to take the blame for the darn thing, and it's bad enough to do that.

SATURDAY. Had lunch to-day with Scott. He told me all the troubles he ever had during the two years he stuck it out here, and then I reviewed all the troubles I have had in the long year I have stuck it out here, and I concluded I was a fool to stay here a minute longer than I can find a new job. What shall I do? He'll be mad if I leave him now, and will drop a lot of remarks around to the effect that he was glad I had gone, or leave the inference that he had stopped my pay for inefficiency—not mentioning my effort to make \$100,000 do duty for \$120,000 and to have him for a boss. But just the same I can't stay here and have my self-respect battered into a pulp every time I have to do business with him. It's a new job for me. And I don't give a darn whether it is automobiles or soap, or even a good respectable hair restorer, if I can get a boss that knows something about advertising and something about a fellow's feelings, and has sense enough to consider the evidence before he makes his decisions.

The
George L. Dyer Company
42 Broadway
New York



Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel

WINNING THE FRENCH MARKET A FINE ART

HOW SOME AMERICAN MANUFACTURERS LEARNED INSIDE SECRETS AT GREAT EXPENSE—THE TALE OF THE AMERICAN WHO SOUGHT TO CHANGE THE FRENCH BREAKFAST HABITS—SOME HIGH POINTS IN THE ADVERTISING TOPOGRAPHY

By James A. Payant,

Advertising Manager of the Shaw-Walker Co. (Filing Devices), Muskegon, Mich.

[EDITORIAL NOTE.—Mr. Payant has had extended experience in the European field. For eight years he was Continental manager of the Oliver Typewriter Co., Ltd., of London, with headquarters in Paris. The incidents related in this article are actual experiences of well-known American advertisers.]

Why is it that the American manufacturer so often fails to apply the common-sense methods used at home when it comes to invading the French market? It is almost pitiful to contemplate the millions that have been wantonly wasted through lack of ordinary foresight in abortive attempts to enter this field.

France, owing to its great wealth, has proved one of the most attractive to American advertisers. The thrift of its people, the progressiveness they have displayed in the development of the automobile, of the aeroplane, etc.; the keen interest they have shown in many American inventions, such as the typewriter, the linotype, agricultural machinery, etc., and the kindly feeling that the French people have always evinced towards Americans and American ideas, have been potent factors in deciding many of our manufacturers to invade this rich and fertile field.

Also—but let this be whispered softly—vanity has, in a few cases, played no small part in the decision. To be able to blazon forth on letterheads, business cards and other advertising matter: "Paris office, 32 Bld. des Italien," is a harmless diversion in which big business men sometimes like to indulge. It is pleasant to say to customers and friends who announce a trip abroad: "Stop in at our office, when

you are in Paris: here is a card to the manager, he will be glad to see you." Then, too, these branch offices must be inspected and the enforced visit to Paris which this necessitates is not an altogether disagreeable duty, especially when to the prospect of devising new ways of increasing business is added the anticipation of a pleasant stay in the gayest and most beautiful city in the world.

The American manufacturer abroad, in a number of instances, has shown a woeful lack of ordinary common sense. If he intended to establish a factory in a new locality, he would spend both time and money in ascertaining all the facts pertaining to such an enterprise. He would study transportation facilities, the problem of labor, the question of raw materials, the probable market, and the like.

It was not so many years ago, to be not too precise, that a certain well-known breakfast food manufacturer decided to break into the foreign field. His point of attack was England, where he was encouraged by a fair measure of success. He then planned an aggressive campaign in France, established large offices in Paris, and started as advertising propaganda that covered the billboards of the city with the name of his product. His agents scoured the country, visiting the retail grocery trade, making demonstrations and distributing samples.

He had estimated that two years would be required to show profitable results, and he was bitterly disappointed when, at the end of that time, he found himself almost exactly where he had started. He had spent, in that time, something over two hundred thousand dollars, mostly in advertising, and yet when he went one day and inquired for a package of his food, in a well-known shop in Paris, the clerk looked at him blankly and said he had never heard of it. Another clerk, appealed to, was sure they did not keep it. Finally the proprietor was called upon, and after considerable cogitation and a long search brought out a sample package. It was covered with dust.

STRATHMORE PARCHMENT

A correction can be made or a blot removed from Strathmore Parchment without the sign of an erasure. That is because the Strathmore Quality extends through the sheet. * It is this depth of character that makes Strathmore Parchment the business stationery of the highest caste. The Strathmore Parchment Test Book free on request.

THE STRATHMORE PAPER CO.
Mittineague, Mass., U. S. A.



* The "Strathmore Quality" line includes high caste papers for artistic printing *

He apologized by saying that this was the first call he had received for this particular product, and that it had been put away with other unsalable goods, waiting to be returned.

This was the last straw that broke the camel's back. To face a big loss was bad enough but to find, after two years of hard work, and persistent advertising, that his goods were unknown to a good part of the trade, and in many cases waiting to be returned, was too much. The offices were closed, the staff discharged, and that was the first, and up to the present, the only aggressive attempt ever made to introduce American breakfast foods into France.

FORGOT TO LOOK AT THE FIELD

And now, what is the moral of this costly experiment? It may be summed up briefly, to wit: The habits of a whole nation cannot be changed except by the slow process of evolution. It was the insurmountable inertia of established habit, fostered through many generations, that doomed this particular experiment to foreordained failure. If, at the outset, he had asked anyone thoroughly conversant with the conditions in France as to the prospects of introducing his product he would have been answered substantially as follows:

"The French people do not eat breakfast foods, they partake only of rolls, or bread, and coffee at their early morning meal." You will find it very difficult, if not wholly impossible, to change the habits of a whole people in this respect. In any case it will take years and involve the spending of millions and not thousands of dollars. If you are not prepared to devote ten, possibly twenty years, to this campaign, and to spend probably several millions in educational work, then do not attempt it for you will find that not only are the French people very conservative, but the ways and means of altering their convictions, along any given line, are limited.

In America, there are countless agencies through which the ad-

vantages of any product may be quickly and widely advertised, but in France, it is different. Where you have a score or more of popular magazines with circulations aggregating millions, each averaging from twenty to one hundred pages of advertising, we have in France only half a dozen weekly and monthly publications with a combined circulation of less than half a million, and of which only one or two carry more than three pages of advertising.

You will find many influential but conservative mediums that will refuse to accept advertisements, while others accept them grudgingly, assigning to them, a cheap, uncoated paper, upon which only woodcuts can be used for illustrating. Then again, where your newspapers, consisting of from ten to fifty pages, carry columns upon columns of advertising, you will find here less than half a dozen newspapers printed on more than four pages, and of these only one page, and possibly only half a page, will be devoted to advertisements."

This, in substance, is what the manufacturer might have learned by a few well-directed inquiries, but he could have found all this out himself by a few weeks spent in traveling about the country, and in observing the habits of the people. He would have discovered very readily that advertising does not exert the same tremendous influence in France that it does here, because French people are not the omnivorous readers that we are. When they finish their morning paper, on their way to business, the newsboys are not waiting for them at their destination with the first extras of the afternoon edition.

The American manufacturer invading France would also be considerably surprised to find that the news of the day, the slap-bang account of yesterday's ball game, or a flurry in the stock market, are not, according to French notions, events of great importance. The *feuilleton*, or continued story, by the Marguerite brothers, the literary article, by Paul Adams, or a short story by Henri Lavedan, are what catch his eye.

As for the advertising pages, he glances at them phlegmatically, or ignores them altogether, and when one realizes how dull they are, nobody blames him.

In the matter of magazines he would find again that only about three have what might be termed a national circulation and that, at best, these only reach a very small part of the population.

At home, the American could name, off-hand, a dozen homes that receive regularly half-a-dozen popular magazines, besides two or three daily papers, but in Paris he would find that even well-to-do families subscribed only to one newspaper, and perhaps to *L'Illustration*, *Je Sais Tout*, or *Lecture Pour Tous*.

As for public libraries, which are found in the smallest cities and towns of our country, each plentifully supplied with an assortment of magazines and newspapers, he would not, in France, find a trade. In their stead are the leading libraries, generally run in connection with a book store, and which issue books on loan, for five cents a week, but this does not include magazines.

As the problem of making his product known is one of the most important which the American manufacturer has to solve, the above conditions, as affecting advertising, should afford him food for thought. As a matter of fact, he must come to the conclusion that only billboard displays and possibly a generous distribution of printed matter may be reasonably expected to yield appreciable results. These might be found adequate if it were simply a question of popularizing the brand of an article already in use, such as chocolate, for example, but when it comes to breakfast foods, an article wholly unknown to the people who are to be reached, and when in addition to this heavy handicap he has to modify a national habit, then, indeed, might the cautious and inquiring manufacturer pause and reflect before deciding to spend years and several million dollars in educating a new public to the manifold advantages which might accrue from daily consumption of his product.

Material Things

The goods
that the
advertiser offers
are the
material things
with which
the suggestions
of the
Woman's Home
Companion
are carried out.

COPY WHICH FOLLOWS THE LINES OF LEAST RESISTANCE

GETTING THE PROSPECT TO AGREE
WITH YOU BY TELLING HIM
SOMETHING HE KNOWS IS TRUE
—THE FIVE SENSES THE EASIEST
ROADS TO CONVICTION—APPLYING
THE PRINCIPLES TO TRADE-PAPER
COPY TO ADVERTISE IRON AND
STEEL

By James W. Egbert.

The Swedish Iron and Steel Corporation had been advertising anvils in the blacksmithing trade-papers for a long time without results. The copy showed a picture of an anvil, together with such sentences as "Highest quality obtainable," "Best of material and workmanship," etc. Results were hardly to be expected from that kind of copy.

But the advertising manager of the concern, Dr. A. R. S. Roy, as an experiment to test the value of a theory of copy writing he had been working on, added two short lines in small type to the old stock ad, leaving it unchanged otherwise. The result was the sale of six hundred anvils.

The lines Dr. Roy added were these:

"Strike the anvil, give it a ring,
Hear the tone of Church-bells cling."

The theory of copy writing, however, which was the direct cause of the addition of those lines, has nothing to do with rhythmed advertisements, or rhythmic language. It is based upon the fact, which has been known for a good many generations, that the ordinary individual is most apt to agree with what he already knows, and much prefers to listen to that which runs in accordance with his own knowledge and belief. And since most knowledge of things comes by way of the five senses—sight, taste, smell, hearing and touch—the best way to get a man to listen to a message, and to agree with it, is to approach him by an appeal to as many of those five senses as possible.

The addition of the couplet to

the anvil ad was the result of an inquiry as to what blacksmiths know about anvils. The most prominent sensory effect of an anvil is the ringing sound it makes when it is struck with a hammer. Blacksmiths judge anvils by the sound. So the natural line of appeal was through the sense of sound, and the result which followed the addition of the rhyme to the stock ad seems to bear out the theory, in that case at least.

The whole line of products of the Swedish Iron and Steel Corporation has been analyzed along the same lines, and the advertising is pulling better results since the application of the idea. The advertising manager has a chart for each product—including pretty nearly every iron and steel commodity from sheets to rock drills—on which all possible sensory appeals are listed. As far as possible, he wants to make the reader of his ads see the product, hear it in use, feel it or lift it. He gets a point of contact by telling a man something he already knows about the product, thus starting the man in agreeing with what he says. Then he goes on from that point with new information.

A simple example is found in the way the company handled an objection commonly made to Swedish steel; namely, its lack of high finish. For a good many years the handlers of Swedish steels had avoided the question of finish in every possible way. They had tried to direct the attention somewhere else, and never mentioned finish when it could be avoided, in spite of the fact that it was the first thing which came to a steel user's mind when Swedish steel was mentioned.

Doctor Roy, however, reversed the process, and nearly caused heart-failure in so doing. He came out with an ad which stated in bold headlines that Swedish steel was not highly finished. It was something everybody knew, and everybody agreed with him. Moreover, everybody knew that he was telling the truth, and when he went on to ex-

21,600,000 Postal Cards

Have you ever thought of sending 21,600,000 post-cards to 1,800,000 women: one card to each home each month for one year?

Never mind the cost of the post-cards, \$216,000. Never mind the \$35,000 additional for printing and addressing them.

Where would you get your list of women? Perhaps half the 90,000,000 Americans, or 45,000,000, are females. Five million of these are illiterates. Ten million are too poor to buy your goods. Eighteen million of the thirty million remaining are children. The women left over, you might think of listing. How can you get the names of the twelve million women left over?

You can reach one in seven of them 3 times by using 3 full pages in THE LADIES' HOME JOURNAL at the cost of one postal card for each family.

You can reach one in seven of them 21 times, or for one year and nine months, with an advertisement in THE LADIES' HOME JOURNAL the size of the postal card at the cost of one postal card for each subscriber.

The Ladies' Home Journal
Current Circulation, 1,763,000

The Saturday Evening Post
Current Circulation, 1,967,000

plain that the lack of finish was due to the fact that the quality was *inside* rather than *outside*—that the time which would have been spent in finishing the product was spent in making better material—it rang true. The thing which everybody knew was made a convenient peg upon which to hang new facts.

Wherever possible an appeal to the senses is made—an appeal to something which can be seen or felt, like the finish, for example. In an ad for drills one reads: "The arrangement of sizes and shapes in racks is perfect and reached in a second. Locomotives and cars right at the door." Dr. Roy says that he wanted to make it read, "steaming locomotives" to make the picture more vivid, but since the warehouse is in the electric zone it wouldn't accord with the facts. On the whole it seems to present a much more definite idea than the words "prompt delivery" can conjure up.

The principle of starting with something the reader already agrees with is carried into the company's form letters. The following letter was sent out to 3,500 users of rock drills, and 2,973 answers were received. It sold several carloads of drills:

We fully appreciate that a man in your position has not much time to write long letters, therefore we have framed three questions that require only a "YES" or "NO" for answer. We would be much obliged to you if you would have the courtesy to fill in the answers and return this letter to us.

Do you think there is room for improvement for your ROCK DRILLS?

Do you know a steel for ROCK DRILLS that combines edge efficiency and toughness with resistance to dynamic stress, heat, shock, strain and abusive forging; that will not break in holes, not crystallize, and will increase footage?

Do you know that "SISCO ACORN" claims and actually does possess all the qualities mentioned in the previous question, and is backed by an iron-clad guarantee to fill all these claims?

How much do you want us to send you to prove these claims?.....

Kindly order enough so that you can form an accurate opinion for all time.

YOU TAKE NO RISKS.

We cancel all charges if "SISCO ACORN" does not do all we claim for it.

Awaiting with interest the courtesy of your reply, we remain,

In the last analysis, these principles amount simply to the choosing of the line to follow along which there is least resistance. Since most knowledge comes through the five senses, and since they are the commonest means of communication, it stands to reason that an appeal through one or all of them will be easier than an attempt to accomplish the same result through the reason. It is rather new, however, to analyze a product according to sensory appeals, and there is no doubt but that it would prove useful in a great many cases.

WOMEN AS FACTORS IN SALES OF MEN'S GOODS

To what extent is the woman the deciding factor in sales, particularly of men's wearing apparel? Of late the question has been receiving much discussion among ad-men at club meetings. PRINTERS' INK recently printed the views of H. F. Weinstock, advertising manager of the Ever-wear Hosiery Company, of Milwaukee, as expressed before the Ad-club of that city. He was quoted in the report as follows:

Were it not for women, the clothing dealers would have no occasion to advertise wearing apparel.

The average woman reads the advertisements more carefully and fully than the man, owing to the fact that she is mutually appointed to do the buying for the family, and, therefore, she is a better judge of price values, and is a better buyer generally. When a man buys, he has a set, definite article in view. He goes into the store, expresses his desires and departs. Not so with the woman. When she shops, she has nothing definite in view, and though she may have been led into a store by an advertisement, it is seldom that she comes out with the article she originally intended purchasing. Therefore, the unusually small size of the man's furnishing shops as compared with the department store.

PRINTERS' INK asked L. Adler Bros. & Co., of Rochester, N. Y., makers of men's clothes, to express an opinion upon this interesting problem. Mark L. Adler replied as follows:

"I think it quite natural that the advertising manager of the Ever-

wear Hosiery Company should bring up the question, as it is, no doubt, true that many women do buy and influence the buying of men's furnishings, but I do not think it is true, to any great extent, in regard to clothes.

"They are certainly taken along with their husbands and sons when it comes to a selection of clothes, and I think, on the other hand, there are some men, who either help or select most of their wives' wearing apparel.

"But I think it is stretching a point a long way to suggest advertising men's clothes in women's mediums.

"Unconsciously, I think that nearly all the advertisers of men's clothes cater to the women in advertising through their art work, but that is as far, I think, as the matter could reasonably go."

TO NAIL THE FAKE "BARGAIN OFFER" IN SHOES

The Boot and Shoe Recorder gives a full page in its issue of February 14 to an offer to pay fifty dollars towards the legitimate legal expenses of any dealers' association, board of trade, or other organization which shall secure a conviction and actually send to jail a fraudulent shoe dealer.

"It has been estimated," says the *Recorder*, "that from \$30,000,000 to \$50,000,000 worth of shoes are sold in this country every year, practically under false pretenses and under representations and prices which are a swindle and an imposition. This fraud, unfortunately, is practiced upon the very elements of the communities which have the greatest need of economy and the purchasing power of whose money should be most carefully conserved. That is to say, working people of moderate means, who buy the cheaper grades of shoes and are attracted by alleged shoe 'bargains.'

"CIRCLE" MAGAZINE REVIVED

The Circle, which was originally published by the Funk & Wagnalls Company, New York, was revived with the January number after several months' suspension. It is now being published by The Thwing Company, 145 West 45th street, New York, of which Eugene Thwing is the president and treasurer. Mr. Thwing, who edited the magazine before its suspension, will continue to act in that capacity. In form and character the magazine will be the same as heretofore. To the former title, *The Circle*, has been added as a sub-title, "of Home, Church, Business and Outdoor Life."



From the Feby. 10th issue of

The Binghamton Press

"The best circulation, considered from the standpoint of the advertiser, is the circulation WHICH GIVES HIM THE BEST RESULTS.

That is a fact which will be conceded by all.

Who is the best judge? Very naturally, the advertiser.

What is the verdict of the advertisers in Binghamton as to the newspaper circulation which brings them the best results?

The answer to that question is shown most conclusively by the amount of advertising given to the various newspapers, isn't it?

Let the records tell the story:

During the month of January, 1912, the amount of advertising published by the three daily papers in the City of Binghamton (calculating 21 inches to column) was approximately as follows:

	Columns	Inches
BINGHAMTON PRESS	1,278	17
Binghamton Republican	794	19
Binghamton Herald	526	19

From the above it will be seen that THE BINGHAMTON PRESS CARRIED MORE THAN DOUBLE the amount published by the Herald, and nearly 500 columns more than the Republican.

In fact, The Binghamton Press lacked only about 40 columns of publishing more than both the other papers combined.

Is any better or more conclusive evidence needed from the advertisers to show which newspaper circulation in Binghamton gives them the best results?

If further evidence should be required along this line, we suggest that a comparative examination be made of the Want Advertising pages of the three newspapers. Such an examination will show that The Press carries MORE than both the other papers combined.

As to the question of circulation, The Binghamton Press has more than DOUBLE the paid circulation of either the Republican or Herald, or more than both combined.

Our books are OPEN for INSPECTION in PROOF of this statement."

The advertising rate is based on 22,000 daily, but the real figures are over 25,000 copies daily.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

THE AGENT WHO STANDS UP FOR HIS RIGHT TO A PROFIT

SOMETHING ABOUT THE MANUFACTURER WHO HANDICAPS HIS ADVERTISING WITH A DEMAND FOR A REBATE—TWO LETTERS THAT ILLUMINATE THE SITUATION

By B. D'Emo,

Advertising Agent for Wm. Wrigley,
Jr., Co., Jas. S. Kirk & Co., etc.

I have read the very able article of James H. Collins in PRINTERS' INK on "The Advertising of Tomorrow." I write to suggest that the many terrific wastes in advertising could be eliminated very largely by giving more encouragement to the exertion of brains in the advertising business.

The average advertiser's attention is fixed too much upon seeing how he can get part of the advertising man's income, and too little upon seeing what he gets for his appropriation. The best brains will not give their best thought to accounts where they are not getting their legitimate profit, and advertisers who think otherwise haven't benefited by life's experience.

On the other hand, if all advertisers were penny wise and pound foolish, there would be no attraction for good men to take up the advertising business, or to stay in it.

The points Mr. Collins makes, while true, are but details. When all advertisers get the Carnegie idea of letting the other fellow make a fair profit, they will, like Carnegie, find their own larger profits are greatly increased. They simply make it worth while for their associates, and it's mighty hard to get rich unless other people are working for you.

A recent exchange of letters between a certain gentleman and myself is so much to the point, that it may interest the readers of PRINTERS' INK. The letter to me follows:

My Dear Mr. D'Emo:

Some friends of mine are interested in an article which should be in every

household in the world, and in order to introduce it properly they propose to enter into a vigorous advertising campaign. At first they propose spending \$100,000, and later more.

Though I saw you only once, the impression that you made upon me is such that I did not hesitate to recommend your name very strongly to my friends. I think I can arrange to secure this business for you, but before it can be done you will have to satisfy one of the parties interested in the business. *I mean to say plainly that he wants to get ten per cent on the amount to be spent during the entire campaign.* Of course, before giving any definite answer to my friends I thought I would write you and have your answer. Will you let me hear from you at your earliest convenience?

I think this will be a very good account for you and I hope that you will get it.

The following is a copy of my reply:

My dear Mr. ———:

Your esteemed favor of the 12th is received and carefully noted. I would be very glad to handle the advertising for your friends on the regular 15 per cent basis, which is simply the net cost of the space to the agency with all discounts deducted and 15 per cent added. Some publications allow 10 per cent and others up to 25 per cent and 50 per cent, according to the value of the paper.

This value of the publication is a vital matter. If a publication claims a certain circulation and bases its rates accordingly, without really having said circulation, it, of course, is in a position to allow large discounts. It costs money to print and mail papers and magazines. Many agencies will quote down to 3, 4, 5, 8 and 10 per cent, meaning that they will take the business and rebate all except that much, although they are not supposed to allow any return to the advertiser upon their legitimate commissions. Many pacers require agencies to sign contracts that they will not rebate their commissions. The simple reason for this is that if the profits were cut out of the business the good men would desert it and advertising would not progress as it should. Returns from advertising entirely depend upon the brains of the men who handle it, and brains do not have to cut rates.

As a matter of fact, many large advertisers who patronized the agencies who gave them the largest rebate, found that they were getting their advertising placed in publications of doubtful value, who allowed secret commissions in addition to the regular commissions—the advertising being almost valueless and costing, even at the cut rate, about five times as much as it was worth.

In the advertising business, as in all business, there are thousands of men who live by their wits and not by real service to the advertisers. More effort is required to deal with these people than to run the business that is being advertised, and it is only shortsighted advertisers who devote their efforts to saving the small end rather than to

Every Sunday

from 16 to 24 Chicago
stores *now* advertise exclu-
sively in the

Chicago Sunday Examiner

which *three years ago*
were exclusive advertisers
in other Chicago Sunday
newspapers.

WHY?

E. C. Bode
Hearst Building
Chicago

M. D. Hunton
25 East 26th Street
NEW YORK

make the large end build up a profitable business on whatever is being advertised. It would be better to save the entire 100 per cent than to spend any special attention upon saving the 10 or 15 per cent.

So you see that it would be a simple matter to allow nice commissions to one of the parties in your deal, but I do not do that kind of business, as I would have to manipulate so that the commissions would really have to come out of the main sum. If I were simply a broker who bought and sold space, I could afford to do this business on a 15 per cent basis, rebating 10 per cent of my commissions and put the remainder in the bank.

As a matter of fact, after I get a contract I have to do a lot of preliminary study before I can even start to write the advertising and then have to continually keep in touch with the work for a year, planning, writing, O.K.ing, supervising art, printing, proofs, plates and an endless mass of detail, all of which is vital to the success of the advertising.

I really enter into the employ of the advertiser from the time the contract commences and spend my time and effort with him thereafter so long as the advertising continues. It costs me 5 per cent to have the business placed, and on an appropriation of \$100,000 I could not afford to spend my time for the long months during which the campaign would be in progress for less than the remaining \$10,000. The placing includes purchase of the space, seeing that the advertisements are inserted properly, checking, billing, etc. Five per cent is one-half of the regular charge for this work, but I get the lower rate because I swing the contract.

Summing up, I can give your friend the 10 per cent requested very easily in the following way: I will plan the advertising to be as effective with a \$90,000 appropriation as with the original \$100,000 appropriation as usually spent, demonstrating exactly how this can be done. I will work with this \$90,000 and give your friend his \$10,000 in installments or cash according to the way it is paid to me.

I am writing you at length because you are probably not in touch with this end of the advertising business and I thought it well to explain it thoroughly at the start. The woods are full of advertising men in general, but practical advertisement planners and writers are very scarce. Not only because it requires native ability, but because it is very hard work and requires constant plugging hour in, hour out, day in, day out, which is not a procedure which meets with the approval of the gentry who turn money quickly. You and I have both arrived at an age when we know that whenever there is an alluring discount there is a very unalluring reason for it hidden away out of sight.

♦♦♦

A. E. Warner, formerly Western manager of *Cement Age*, is now in charge of the Philadelphia office of the *Engineering Record*. Mr. Warner is succeeded by R. M. Babbitt from the *Electric Railway Journal*.

AGENTS' COMMISSIONS TO GO, SAYS CLEVELAND AD CLUB

The Committee on Agency Relationship of the Cleveland Advertising Club is sending out a set of resolutions for the signature of the officers of other ad clubs. The letter which accompanies the resolutions explains therefore.

"The whole trend of our business," says the letter, "calls for a system of merchandising which will beget the greatest possible confidence in advertising as a fixed and essential factor in merchandising; and we believe that one of the greatest hindrances to our achievement of that end lies in the present erroneous basis of relation between the advertiser, the agency and the publisher.

"It needs no lengthy or detailed argument to show that a basis for such relationship which measures the remuneration for the chosen agency service by a percentage of the amount the advertiser expends, and which amount is paid in rebates by the publisher, is wholly wrong."

The letter goes on to cite sundry injuries which come to pass because of the system, and gets to the meat of the proposition as follows:

"Therefore we ask an entire and immediate abatement of the practice, and demand that our publishers have a strictly flat, non-commission rate alike to agency and advertiser; and that a proper and adequate service fee be paid to the agency, only by the advertiser, wholly commensurate to the service rendered."

The various ad clubs to which the letter is sent are requested to sign the enclosed resolutions and forward them to the Cleveland club, so that they may be included in the overture which is to be made to the publishers.

It is not quite clear from the text of the resolution just how the reform is going to be accomplished, but if enough ad clubs can get their heads together to make it worth while, perhaps some

method of enforcing the demand can be evolved:

Here is the resolution:

**RESOLUTION ADOPTED BY
_____ ADVERTISING CLUB**

WHEREAS, We, the _____ Club, believe the prevailing system of relationship between the advertiser, the publisher, and the advertising agency, wherein the agency is forced to depend upon a percentage commission allowed them by the publishers as their only monetary remuneration for whatever services are rendered, is not fair to either the agency, the advertiser, or the publisher; and that such a system tends to a demoralization of advertising as a whole; and

WHEREAS, We believe the entire system should be changed to a flat no-commission rate, alike to all, with an arrangement to be made by the agency and the advertiser, exclusively, for an adequate service fee to be paid therefor, and with no right or title of claim in any form made possible between the agency and the publisher;—and, that such reform may be made without prejudice to such rights as the publisher may choose to exercise as to electing agencies to whom a credit-recognition may or may not be extended; therefore be it

Resolved. That the _____ Club urgently recommend such change; that a duly authorized Committee on Agency Relationship be and is hereby empowered to co-operate with other advertising clubs, organizations, associations, and other affiliations interested in advertising and its welfare, to the end that said reforms become effective at the earliest possible date.

This resolution adopted by the _____ Club, this — day of —, A. D. 1912.

.....
President.

.....
Secretary.

SHORT COURSE IN ADVERTISING

A sixteen-week course in advertising and salesmanship began at the University of Minneapolis February 15. The class will be held Thursday evening and is another of the courses offered by the department of economics and political science. Dr. George E. Vincent, president of the University, will give several lectures on "Psychology in Business Activity." Other speakers will be obtained from New York, Chicago and St. Paul.

Prof. T. W. Mitchell has charge of all evening classes.

N. T. Bowman has been appointed to the newly-created position of advertising manager of the *Toronto Evening Telegram*. Contrary to a previous announcement his appointment in no way interferes with R. Holmes, the business manager of the paper.

Claim No. 3

Subject to Proof on demand

The Christian Herald can standardize brand in the smaller towns more quickly, effectively and economically than any other national periodical.

H. Meek

Advertising Manager.

Christian Herald

Circulation 300,000 Guaranteed

Chicago NEW YORK Boston

HOW SOME MEN HAVE MADE A START IN AD- VERTISING

SOMETIMES A MATTER OF NERVE,
REINFORCED BY ABILITY TO "DE-
LIVER"—LEVERING AN OPENING
ON SMALL SALARY AND THEN
MAKING ONE'S SELF INDISPENSA-
BLE—MORE THAN ONE ROAD UP

By Alexander D. Walter,
Advertising Manager of W. W. Lawrence & Co., Paint Manufacturers, Pittsburgh.

Every successful, and also unsuccessful, advertising agent or manager, or advertising man of any capacity, must have gotten his start somehow. But how? The subject is a live one, as witness frequent complaints in PRINTERS' INK. Some have gotten fair positions or started in business for themselves on sheer nerve minus experience, and possessed of but few of the natural qualifications of the advertising man's make-up.

Needless to say, but a small percentage of this class are able to hang on for long. They may make the start with little but their ample supply of nerve, but even the brashest kind of nerve wears thin and becomes transparent to those long associated with it.

One young fellow of my acquaintance gave up a position with a railroad to start as a copy-writer with a small agency, but merely on trial, and at a salary so small that he could just barely notice it. In three months he was earning almost his former railroad salary; in a year he got another raise, and now, in less than two years since starting his advertising work, he represents the agency in another city, and he is surely on the upward road. Some day we may hear of him as one of the big advertising men of the country. Yes, certainly, this man has natural ability, but two-thirds of his natural ability is in his natural indomitable ambition.

Another young man was with a steel company—he is a steel expert—and when his company decided that they should have a man

who knew steel to write their trade paper advertising this young man was selected to do it. He knew his subject thoroughly, and wrote in a style that had a snap to it—and made good.

Then, after a comparatively short time, he started in the advertising business for himself, engaged two assistants, and did what could not have been done by one man in a thousand with but his limited experience—he made a success. He built up his business until he employed twenty-eight assistants, and to-day he scoots around in his big motor car to see his clients. That man has a big personality, and he is a fluent talker. If he were lashed to the underside of an iceberg in the middle of the Arctic Ocean and left for dead, you would find him next day talking to one of his clients, telling of the beauties of the Far North. He is the exception.

THE GOSPEL OF LEARNING MORE

In a small city is another young man of a totally different type, who is also making his climb in the advertising world. He is not brilliant, not even a good talker, but he is a student, and he doesn't overlook any of the ideas in PRINTERS' INK or any of the other publications whence helpful suggestions may be derived. His motto seems to be "learn more, both by study and experience," and he has had positions in different capacities with so many business concerns and agencies that his friends looked on it almost as a joke. But almost every change he made brought him a larger salary, and when he landed a position as advertising manager he stuck to it, and it stuck to him, because he had the experience to make good.

Some years ago a young man who was "learning his trade" as an apprentice in a little town got interested in advertising. He wrote some ads, unsolicited, for a large corporation which was then just starting national advertising. These ads pleased "the men higher up," and they offered him a position as a copy-writer.

That is not so many years ago either, and to-day he is advertising manager for this same corporation. He stuck to one concern.

So we see from these actual experiences that there is far more than one road to the positions nearer the top of the advertising world. No one way can be made to suit every man, no matter how ambitious he may be. Each must carve his own career, and plan his own future, according not only to his ambitions, but more especially to his ability, his temperament, and the prevailing circumstances. Real ability and enthusiastic ambition will find a way to success, for it is true we are all more or less just what we want ourselves to be.

Charles C. Stewart, chief of copy staff of Cramer-Krasselt Company, Milwaukee, will deliver a series of five lectures on "Theory and Practice of Advertising," at Carroll College, Waukesha, Wis. The lectures began February 20. A class of thirty-five is assured.

CAMPAIGN IN FARM JOURNALS

The American Sheet & Tin Plate Company has just started a campaign of advertising in the agricultural publications to acquaint the farmers with the value of formed metal roofing and siding materials for use in the construction of farm buildings, garages, etc. This advertising is being placed through Tracy, Parry & Stewart, of Philadelphia.

T. Vaughan Stapler, formerly advertising manager of the American Sheet & Tin Plate Company, is now associated with Tracy, Parry & Stewart and will specialize on agricultural advertising.

ST. PAUL ADVERTISING CHANGES

W. L. Williams, formerly city editor of the St. Paul *Pioneer Press*, with experience in advertising work has been made advertising manager of that paper, following the resignation of E. L. Clifford, former advertising manager, who returns to the Minneapolis *Journal*.

H. B. Reid, who has been in the advertising department of the Great Northern St. Paul, is now assistant advertising manager of the Illinois Central, with headquarters in Chicago. He is succeeded by I. L. Peil at St. Paul.

Save $1\frac{1}{2}$ c. Per Sq. In. On Your Canadian Advertising Plates

Don't pay the duty—save that cent and a half per inch—let us make your Canadian electros, stereos and mats. We will ship them for you too, if you tell us to do so. Then, too, we know every publication in the country—know which require plates and whether mounted or flat, which can take mats—and our knowledge of conditions can save you money. Prompt service and first-class work guaranteed. Ask our customers. Prices on request.

Rapid Electrotyping Co. of Canada
MONTREAL, CANADA

ONE HUNDRED-POINT CIRCULARS

SOMETHING VERY SELDOM SEEN — REFLECTIONS ON THE MORE OBVIOUS THINGS TO BE CONSIDERED IN MAKING A BUSINESS-BRINGING CIRCULAR — DEVICES THAT PUT SALES POWER INTO PROPOSITIONS

By H. D. Kathvir.

"I knew a house that tried to move a certain piece of merchandise at 50 cents. Good stuff, but slow. Newspapers and circulars in two months moved hardly one thousand pieces. Then a circular was sent out saying that it could be had for \$2 and only 4 to a customer. Also an apology in advance to the disappointed ones. The entire stock of 9,000 pieces was swept away in a half a day."

If there is one thing more uncertain than fair woman it is the circular. And judging circulars is like forming opinions on the fair sex; it is not safe to place too much dependence on appearances. We have all seen the circulars that come wrapped around patent medicine bottles, the old-fashioned kind printed in pearl type, and we have wondered if anyone in the whole wide world had the eyesight and the patience to read one of them. But somehow they must have carried their message, for many of them have been before the public in practically the same form for nearly fifty years. On the other hand, many of the most gorgeous and apparently convincing circulars I have ever seen emanated from concerns that were speedily gathered in by the sheriff.

It is a safe rule to use a newspaper when there is one which covers the field and to use it to the limit of its power, before having recourse to a circular. For the newspaper is, in effect, a magnificent setting for our little announcement. All the good things that a newspaper contains are prepared by expert hands, and without trouble to us. A feast is spread before the reader and as he enjoys his favorite articles his mind is tuned up to the proper receptive pitch to act favorably upon our request.

But there are times when a cir-

cular may be employed to great advantage, and there are circumscribed fields in almost every business which will richly repay intensive cultivation. A very obvious example is the list of charge customers of a house who must be sent a statement anyway each month and who are presumably interested in a given species of merchandise. In a general way we may call this the natural function of the circular — to go to street-enough special lists and to reach the customer free of carriage cost.

Right here the problem is difficult enough. How shall we reach the highest efficiency with our disclosure matter? Shall we keep close to the stereotyped forms or shall we break new ground as did Mr. Post in the "Road to Wellville," which one finds in Battle Creek package goods? But the chances for success are fairly good whatever we do, for we are operating economically and within the acknowledged zone of profit.

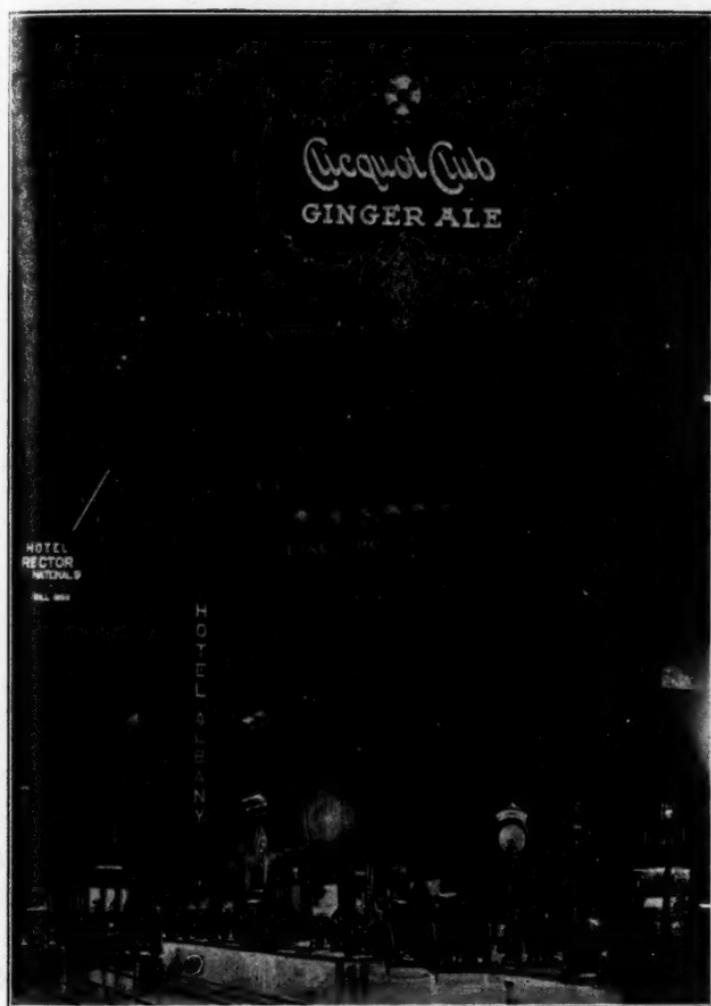
It is when the circular is used as the prime factor in experimental fields that we discover the almost insuperable difficulty of the proposition. What with lack of exact information in regard to lists on the one hand, and the tremendous handicap of paying for individual transportation, the proposition to yield a profit requires a master hand—and then good luck.

Curious phases abound, for there is nothing less economical than a cheap circular, and yet a high cost booklet makes an absurd ratio of hits necessary in order to break even on the expense. Perhaps this is a good place to say that many of us have sat up nights with a \$500 circular job, wondering if by a happy accident five dollars might come back.

UNPOPULAR BUT POSSESSES POSSIBILITIES

Nobody loves a circular! The postman, if Smith has moved, is left in a quandary that does his temper no benefit. The office boy begins his matutinal cleaning up by destroying the circular and

(Continued on page 46)



One of the Latest Sights on The "Great White Way," New York

The dazzling Clicquot Club Ginger Ale Sign at Broadway and 41st Street, the heart of the hotel and theatrical district. This sign is 55 feet high by 65 feet wide, the ropes at the sides 33 feet long, the tassels 10 feet long and the capital "C's" 12 feet high. The sign contains 3,000 globes of six different colors—green—white—yellow—purple—red—and—orange. Designed, operated and maintained by

The O.J. Gude Co., N.Y.

Broadway, 5th Avenue and 22nd Street

EASTER NUMBER COMFORT

*The Key to Happiness and Success
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.

VOL. XXIV

NO. 6

APRIL
1912



PUBLISHED AT
AUGUSTA, MAINE

APRIL COMFORT

bright with Easter cheer, goes to the homes of those that rejoice over the high prices of eggs, butter and other produce.

COMFORT Readers have Ready Money

They wear good clothes and they don't have to run in debt for them nor buy their Easter finery on the installment plan as many city people do in the struggle to keep up appearances on a starvation income. The higher the food prices run the more COMFORT readers have to spend for luxuries. They spend a grist of money with those who

Advertise in April COMFORT

which entertains the farmer folks through the rainy and muddy season of early spring.

April forms close March 15.

Apply through any reliable agency or direct to

W. H. GANNETT, Pub., Inc.

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

the stenographer feels privileged to use it for rubbing the mud from her rubbers.

Yet the circular undoubtedly possesses inherent possibilities and every now and then must score a hit that leaves an indelible impression on the mind of the advertiser. Otherwise the vast sums of money spent in this direction would surely be changed to much easier and safer channels.

At a conservative estimate I have been the personal recipient of twenty different circulars a day for twenty years past. In other words, I have read and studied at least 100,000 different printed appeals for business. These ranged from the work of the great masters of the art—such circulars as those put out by Condé Nast, Frank A. Munsey, Louis Ekstein of the *Red Book*, etc., etc.—to the pitiful affairs that apparently had only one object in life, *i. e.*, to waste a penny stamp. Dignified letter-postage-paid circulars, splendid in conception and execution, like those issued by *System*, Arthur Capper, *McClure's Magazine*, etc., were jostled by home-made newspaper dodgers devoted to—what do you think!—knocking the fellow across the street.

Along the line of plunging I call to mind the experience of a friend who is engaged in selling works of art. In order to give prestige to his business he determined to issue a circular that would itself command a good price in the open market as a work of reference. He devoted nearly a year to the preparation of the matter about the goods he had to sell, invested \$2,000 in colotypes, and finally brought forth a quarto volume that was a masterpiece of the printer's art. He made the edition a limited one, with the result that copies were sold for as high as twenty dollars. In a few months he had the cost of his circular back, plus a handsome cash profit, besides the added advantage of double-riveting his position as the leading house in his particular line of art goods.

A FILTER BOOKLET THAT STRUCK HOME

But nothing ever impressed me as better than the work of a filter concern that delivered a booklet to me by the hands of a solicitor. The chap called twice at my home before he found me, then he delivered his booklet with the solemn warning that his name appeared on the postcard which was a part of the booklet and that he would get personal credit for the sale.

I well remember lighting a fresh cigar and smiling over the riches that would not fall to that young man as a result of my perusing his circular. But presently I was learning the dangers of typhoid from the unguarded faucet; the lurking perils of all filters other than this particular device; and finally found myself interested in the benefits to children from a supply of the purest water.

I put down the circular with the thought that if this advertising writer were engaged in some other line he would be heard from in the world of business. But the next night my wife entered the library proudly bearing aloft a glass of near-sparkling water—from our own new filter. Only sixty cents a month—and all the neighbors were getting the filters too, on account of the children!

Let me put down my idea of the best procedure in the preparation of a circular:

1. The Viewpoint.
2. The List.
3. Striking feature of the merchandise.
4. Striking feature of the printing.

The first thing to do is—to wait a minute. Perhaps a novel viewpoint may be found which in itself will go far to break down the barriers of indifference. Independence of precedent has marvelous triumphs to its credit; witness the Gillette razor, etc.

The second of the four big things to consider is worthy of the most careful turning and twisting in a man's mind. Is

there waste in the list to be used, and if so, cannot such waste be cut out? It was study along these lines that produced the "men's-list" of department stores; the "home-address-of-advertisers" in newspaper offices, etc. But at best lists are apt to be largely a snare and a delusion. The one sure thing is that daily and hourly even the best of lists is growing obsolete. Still when we have a high-class circular in hand, instead of taking 5,000 "Blue Book" names as they come we can just as easily take 5,000 members of clubs who are presumably "easy spenders," etc., etc.

The third great point, "Striking Feature of the Merchandise," is sometimes answered. "There ain't none"; to which reply in the light of much sorrowful experience gained in preparing many circulars, I say, "Then save your postage." But the striking feature is usually there if you but look for it. Having found it, bring it to the front, play it up strong. Begin with the Big Interest and work cautiously toward the inevitable but prosy explanation.

The fourth feature—the striking feature of the printing—seems quite beyond the grasp of the average concern. The good old eighth or sixteenth sheet of book paper covered with either fine type or stud horse lettering, or a combination of both, seems to be good enough. But a circular on the modern tinted cover stock, with graphic rule work in color, accenting a few strong claims, can be produced for very little more expense than the stereotyped affair—and its ratio of effectiveness to the dry-as-dust affair must be fully 10 to 1. The great cost—preparing, handling, carriage—of course is the same on the lamest little excuse for an announcement, as on a production that makes everybody sit up and take notice, like those splendidly philosophical addresses of N. W. Ayer & Son.

The minor points of circular-preparing I shall leave for a future informal article.



The Kansas City Star said recently with reference to

The Arkansas Gazette

and the city of Little Rock:

"An alert, progressive newspaper such as could be published only in a community interested in civic betterment, and responsive to the appeal for civic ideals."

The Gazette for Thursday, for instance, reports at length a conference of the mayors and officials of Arkansas cities to discuss a constitutional amendment permitting the issuing of municipal bonds for public improvements. The amendment was drafted and plans were made "for an aggressive campaign to secure its adoption."

The leading editorial in the same newspaper urges attendance on two lectures, one by Jacob Riis on "The Battle With the Slums," and the other by Charles Zueblin, on "The Twentieth Century City." Another editorial quotes with approval Tom Johnson's opinion on "foolish economy" in public improvements. Still another records the installation of the municipal garbage service.

The Gazette is preaching the doctrine of commission government, city planning, good roads, durable bridges and other features of public betterment. It reflects in Arkansas the same spirit that is moving in this country from Maine to California.

Little Rock is a city of 50,000 inhabitants, and the Gazette has a daily circulation there of nearly 20,000. It is a fine thing for the state that its most influential newspaper should be of the frankly progressive type. And it may be added that the existence of such a newspaper testifies to the new spirit of Arkansas."

The circulation of the Gazette is more than 20,000 on week days and more than 30,000 on Sundays.

THE JOHN BUDD COMPANY
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Chemical
Bldg., St. Louis.

PREMIUM SYSTEMS—THEIR RELATIVE ADVANTAGES AND DISADVANTAGES

A CANVASS WHICH SHOWS THE BROAD APPEAL OF THE PREMIUM—THE KIND OF SYSTEM ADOPTED DEPENDS UPON THE INDIVIDUAL BUSINESS—"LAPSATION" AND FULL ADVERTISING VALUE THE ADVANTAGES OF THE DIRECT SYSTEM

By Roy W. Johnson.

I.

A certain premium house—not a giver of premiums, but a promoter of premium systems—recently made a house-to-house canvass of a number of Middle Western cities in the endeavor to find out just how widely premium offers were effective as a means of directing trade in certain directions. Young women were employed to visit every house in certain sections inhabited by the salaried, middle class—neither the very rich nor the very poor—and to ask the housewife if she were collecting premium tokens of any kind, including trading stamps, coupons, "bonds," punch marks, or any kind of credit on premium merchandise. The canvass was honestly made, not for the purpose primarily of getting arguments for the use of premiums, but to show whether there would be demand for a new premium plan the company had in mind. The results of the canvass were surprising, even to the concern which made it.

In Pittsburgh, for example, 13,762 houses were visited. Of these, 2,974 were reported "not at home"; 5,144 were not collecting premium tokens, and 5,671 were collecting; an average of something like fifty-one per cent. Scranton, Pennsylvania, averaged as high as fifty-five per cent; Columbus, Ohio, as low as thirty-seven per cent; and other cities in between. To an unprejudiced observer those figures would seem to indicate that the premium question is not one which can be disposed of "off hand," with the assertion that it is undignified, or

that it represents an economic waste.

Maybe it is both of those things, but the fact remains that out of more than 13,000 families in Pittsburgh, more than half were buying goods of a certain origin, partly because they received premium tokens with them. There is no reason to dodge the issue. It is doubtless wrong to argue that the premium offer was the only thing which determined their choice, but it is equally a mistake to assert that it had nothing to do with the choice. Between two brands of equal quality, they were choosing the brand which gave premiums, because they were saving premium tokens. That is about all there is to it, and the thing for the manufacturer to decide is whether he can apply a premium system to his business to advantage. That depends upon the individual business, and cannot be answered in a general article.

But, out of the many varieties of premium schemes, it is often difficult to determine just the kind of a premium system which will fit. It is the purpose of these articles to point out some of the advantages and disadvantages of the various kinds of premium systems.

The plan which comes first and most readily to mind is the direct coupon plan, such as is used by the United Cigar Stores, B. T. Babbitt, and with certain variations by the Larkin Company and other "premium houses." Under this plan the manufacturer owns his own premiums, and issues and redeems his own tokens. The advantages of this system may be grouped under three heads: first, the premium giver has full control of premiums offered; second, he gets the advantage of lapses (tokens issued but not presented for redemption); and, third, he gets the full advertising value of the premiums after they are awarded.

Control of premiums offered is an important advantage. The premium giver knows, in the first place, that he is offering premiums which are wanted and which are

The American Leader

A new semi-monthly magazine (in English) that starts with the cream of the foreign language people of the country as *subscribers*, and has governors and cabinet members as contributors.

Cabinet members Knox, Wilson, Fischer and Meyer—and a long list of Governors of States are contributors to the first issue.

Oscar E. Straus, former Secretary of Commerce and Labor and ex-ambassador to Turkey, contributes the leading article, and George Frederick is contributing editor.

The purpose of the new magazine (long desired by leading foreign language Americans) is to afford a common ground for the common interests of 29 different foreign language people in this country, as constituted in the American Association of Foreign Language Newspapers, which is publishing the new magazine, and amply backing it.

It affords the most interesting advertising opportunity to reach the pick of foreign language people—admittedly the one most fertile field as yet not overworked.

The advertising space will be strictly limited, and much has already been reserved by big national advertisers. The first issue is out March 1st. Write for a copy and rates.

American Association of Foreign Language Newspapers

World Building *[L. N. HAMMERLING, President*

New York



The cabby insisted on more money than his fare had paid him, and the fare indignantly retorted:

"I know that is the right amount. Do you think I have been riding in cabs for nothing all my life?"

"Well," said Cabby, with one more look at the coin in his hand, "you come pretty near it."

The advertiser who refuses to consider Farm and Fireside because it is a farm paper and emphasizes its rejection by saying, "Do you think I have been advertising all my life for nothing?" lays himself open to the retort that he has come pretty near it for he has overlooked so good a class as the American farmer and so productive a medium for reaching them as

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

value. In the second place, he knows whether or not customers are actually *getting* the premiums they earn. Moreover, it is possible to withdraw articles promptly for which there is little demand, and substitute others for them.

Lapsation, as it is called by premium men, is important to the premium giver, since every token issued bears a definite value in cash as represented by merchandise. Tokens which are never redeemed are like outstanding checks which are never cashed. But with this difference, that tokens which are not redeemed have no advertising value, and defeat the very purpose for which the system was inaugurated. A premium system with 100 per cent lapsation would be a positive loss, naturally, since it would imply a total lack of interest in the offer, and no increased business would be obtained because of it. A premium system with no lapsation whatever would be the ideal system, of course, but this is not attainable with any system which has yet been devised.

ADVERTISING THE BIG ADVANTAGE

The man who runs his own premium department buys premiums, and issues tokens against them. Hence, when a certain number of those tokens are not presented, he does not have to redeem them, and he is making a sort of marginal profit between the total number of tokens issued and the total number redeemed. But when he subscribes to a co-operative premium system—trading-stamps, merchandise-bonds, etc.—he pays the full redemption value for the tokens he issues, whether any of them are ever redeemed or not. The premium concern gets all the advantages of lapsation, and the subscriber to the system gets none.

The second advantage of the direct premium system, and to my mind by far the greatest advantage, is the fact that the premium giver gets all the advertising value of the premiums. When the consumer says, "I got that clock with United Cigar Stores certificates," it advertises one definite and par-

ticular concern; but when she says, "I got it with trading-stamps, or merchandise-bonds," the advertising value is spread out thinly over the entire list of concerns which give similar tokens. The advantage to the individual user is comparatively slight.

In thousands of homes, all over the country, are articles which are daily reminders of the Larkin Company, and which represent an immense accumulation of advertising value. Every one of them refers straight to the one concern, and nowhere else. But the same is not true of those premiums which have been given for trading-stamps and the various forms of co-operative tokens, which advertise not one concern, but many, and probably none very definitely. Thus the proprietor of a direct premium system gets a sort of a double return: the premium offer is an incentive to the purchase of his goods, and the premium award becomes a reminder of the concern which gave it.

If that were all there was to the direct system, it would be ideal, and no further investigation would ever be necessary. But unfortunately there are certain disadvantages which have to be taken seriously into account.

In the first place, the premium business is as much a business of itself as is the manufacture of shoes. It is as essential to know what premiums will appeal to the people as it is to know what advertising mediums to use, or what kind of copy to write. Compare the premium catalogues of the Arbuckle Coffee Company, for example, with those of the United Cigar Stores Company; they are as unlike as a Sunday newspaper supplement and a standard magazine. It is only the man who has studied the premium who can tell what kind of premiums to buy.

Then there is the item of investment—and it is not inconsiderable. Premium goods must be purchased, displayed, catalogued, stored. The overhead expense on the premium stock is likely to be fully as high as in any other department of the business. New help must be employed to take



Have Stationery of Uniform Quality Year in and Year Out

It is as important to Standardize the paper with which you do business, as it is to strike a Quality Standard for your Manufactured Goods.



To Standardize your Stationery to the utmost of efficiency:

To use a Bond Paper which will lend prestige and dignity to your business, specify—



The real significance of "EAGLE A" Water-Marked Quality is evidenced in this paper.

Send for our portfolio of Specimen Business Forms.

AMERICAN WRITING PAPER CO.
40 Main Street Holyoke, Mass.

Ask your printer or Lithographer to show you samples of "EAGLE A" Bond Papers.

They range in price from Eight to Twenty-Four Cents a Pound.

care of the premium department. The very item of the printing of a few million coupons is something, for they must give the appearance of value in themselves.

So much for the premium stock. When it comes to the redemption, more troubles pile up.

Unless the premium giver can afford to open a premium redemption store in every large city—which is out of the question for most—it is necessary to receive the coupons by mail or express at a central distributing point, and re-ship the premiums. This necessitates a vast amount of handling, sorting, checking, writing letters back and forth about goods discontinued or out of stock, and the inevitable amount of breakages in transit, etc. The express charges add to the cost of the premiums. It is virtually the addition of a mail-order department to the business, in which coupons are received instead of cash. And it is pretty well established that a mail-order business requires a mail-order man to run it properly. It is a large job for the inexperienced to tackle.

PROBLEM OF DISTRIBUTING PREMIUMS

Styles of premiums change, just as styles change in any other department of merchandising. It is necessary to re-catalogue frequently, which is not only an expensive procedure, but there is no effectual way of retiring the old catalogues from circulation. The item of postage alone on a catalogue issue is to be considered.

But the most stubborn problem of all, when dealing with a direct premium system, is the problem of distribution. The whole purpose of a premium system is to stimulate those who are already customers to larger purchases, and to draw new customers. The first of these things is comparatively easy, if present customers are known, but how are the premium catalogues to be gotten into the hands of those who have never been customers? It is absolutely necessary to tell people about the premium offer, if it is to have influence upon their preferences. To

get the greatest possible good from the premium system, it must reach the greatest possible number of really good prospects, and the only reasonably cheap way to do that is to devote a certain portion of the advertising appropriation to the premium offer. A portion of every ad must be devoted to getting inquiries for premium catalogues.

That simply means that just so much of the advertising must be diverted from the goods to something else, or that the advertising appropriation be increased so as to allow extra space to be used for the premium offer.

WHERE CIRCUMSTANCES HAVE HELPED

Right here it may be well to explain some of the reasons why the direct systems as operated by the United Cigar Stores on the one hand, and the Larkin Company on the other, are successful. It will be seen that circumstances have a great deal to do with it.

The United Cigar Stores Company has its own exclusive retail outlets. It sells its goods direct to the consumer, and the distribution of its coupons is simply a matter of passing them from the hand of its employee to that of the customer. It has a chain of stores in all the principal cities, and is enabled to maintain premium parlors (redemption depots) in every city where its coupons are issued. That means that the collector of coupons can go to the premium parlor, pick out his premium and carry it home with him. Distribution of premium information practically takes care of itself, because the premium system moves on with the extension of the chain of stores, no faster, for no certificates are issued in towns where the company does not maintain a store.

The Larkin Company is a mail-order house, primarily. There is no fundamental difference between the handling of its premiums and the handling of its goods. Most people order a certain quantity of goods at a time, which entitles them to a premium which is shipped in the same ship-

ment with the goods. The company issues certificates on smaller purchases, but when these are turned in for redemption they can be handled the same as cash would be handled in the regular course of business.

But the manufacturer of soap, let us say, who sells his product through the channels of jobber and dealer, is in other circumstances. He is not experienced in a mail-order business, and he has no facilities for establishing a chain of premium parlors without great expense. In determining whether or not to adopt a direct premium system he must weigh carefully between the manifest advantages of full advertising value plus the profits of lapsation on the one side, and on the other the difficulty and expense of entering what is practically a different line of business.

The next article will deal, after a similar fashion, with the advantages and disadvantages of the many varieties of co-operative premium systems—the purchase of coupons instead of premiums.

DES MOINES PUBLISHER SENATORIAL CANDIDATE

Lafayette Young, publisher of the *Des Moines Capital*, is an active candidate for the United States Senate to be decided at a state wide primary to be held June 3. Mr. Young served five months in the Senate last year by appointment of the Governor.

W. S. Kenyon is now serving the unexpired term of Senator Dolliver, having been chosen by the Legislature. Now both of these men are candidates for the full six-year term to be decided in June.

Senator Young is making a special campaign and his friends believe that he is certain of success. In fact it was generally acknowledged that he would have won before if the matter had been left to a primary instead of the Legislature.

DIGNITARIES AT ADVERTISERS' DINNER

The Town Criers, of St. Paul, have promises that Howard Elliott, president of the Northern Pacific; L. W. Hill, president of the Great Northern; Governor Eberhart, of Minneapolis, and Mayor Keller, of St. Paul, will attend the annual Home Products dinner, April 17. The advertising men are preparing for 500 guests and nothing will be served except what is made in St. Paul.



Progressiveness Makes Strange Bed-Fellows

For the last six months a little more than a half-dozen magazines have shown a gain over the same period of the preceding year in the amount of advertising carried.

The three leaders are Lippincott's, Cosmopolitan and Sunset. Can you imagine any with more widely different policies or make-up? Truly, a progressive spirit makes strange bed-fellows.

Lippincott's for March, 1912, carries 35% more advertising than 1911. Have you seen a recent copy of Lippincott's?

Lippincott's Magazine PHILADELPHIA, PA.

NEW YORK—1111 Flatiron Bldg.
CHICAGO—648 First National Bank Bldg.
BOSTON—24 Milk Street
DETROIT—1329 Majestic Bldg.



Sell to the Canadian Furniture Trade

Yes!

Whether it be Machinery, Tools, Hardware, Fillers, Stains, Varnishes, Veneers or Hardwood to be sold to the manufacturer

or

Whether it be Specialties or just Furniture to be sold to the Merchant,

There are millions of dollars' worth of American products sold to the Canadian Furniture Maker.

He Reads

The Furniture Journal

Enough American-made Furniture was sold in Canada last year to keep 10 Factories busy all year. This was sold to dealers and

Every Good One Reads The Furniture Journal

The point for you to consider is: Are you doing yourself justice in Canada?

You cannot hope to sell economically by trusting to any single effort.

Team work counts.

You can see the wisdom of talking to your Canadian customers and probables regularly.

“The Furniture Journal”

Monthly. Issued on the 10th. Type 7x10. \$300.00 for 12 pages. The only specialized Furniture paper in Canada.

The Furniture Journal is one of the strong Acton group of Trade Newspapers formed by *The Shoe & Leather Journal*, *The Baker & Confectioner*, *The Funeral Director*, *The Painter & Decorator*, *Dry Goods Record*, *Ready-to-Wear*, *Men's Wear*.

Full particulars gladly sent if you address

ACTON PUB. CO.

LIMITED

Head Office...Toronto, Canada
Montreal.....Coristine Bldg.
Chicago.....4057 Perry St.

BRINGING THE STORM-TOSSED STEAMSHIP BOOKLET INTO PORT

A TALE OF THE AMAZING DIFFICULTIES OVERCOME BY LONG-HEADED AGENT—THE STEAMSHIP FOLDER A UNIQUE INSTITUTION

By W. L. Larned.

"When any steamship account knocks at the front door of our agency," observed the Veteran Copy Man, "you will see the flower of our department quickly slip on their raglans, pull their fuzzy-wuzzy hats down over their heads and leave by the back.

"Ever since *The Great Eastern* was shoved out upon a helpless ocean, the preparation of designs and copy for deep sea campaigns has been as hazardous as convincing a royal Bengal you are not palatable. With a margin of profit so meager that an ordinary steward can only build a couple of apartment houses a year, each company feels called upon to exercise the sly shrewdness of a timber wolf where an advertising agency man is concerned.

"When the pollen of a rumor that the Transatlantic Red Sea-Rover Company intends to use quarter-page space in three grandmotherly magazines and the *Christian Companion* begins to float on the air, making all 'outside' agency men sneeze, the sedate individual whose side job it is to attend to the publicity, barricades himself in some secret chamber of a downtown steel monastery, and warns the office boy to shoot an advertising man on sight or sound.

"During the open season, small detached skirmishing parties, heavily armed with 'plans' and plated ads, done in vellum, may be seen in the immediate neighborhood. If one agency happened to have handled the account the year before, the strategic moves grow Napoleonic. Their representative, with a retinue of small boys bearing oil paintings of palm trees and sea-horses and backed up by several dignitaries

such as a president, a vice-president and a secretary or two, is seen at exactly 9.45 o'clock approaching out of a horizon of dust.

"The left wing of the 'rank outsiders' wheels suddenly, every man holding his plan firmly but tenderly in his right hand, and the first batch of heliographic requests for an interview are flashed into the 'Gentleman at the Red Mahogany Desk.'

"He glances up at a fine, five-foot German lithograph of the good ship *Wienerschnitzel*, shoots his cuffs, and the great yearly event is on.

RESULTS ALWAYS SAD

"Results are invariably harrowing. The agency handling the account in the past, following a time-honored custom, loses, naturally enough, since grim fact shows its service was all that could be desired. The McDink-Bloughhammer Agency of Luetta, Michigan, lands the account against all comers, having been thoughtful enough to imitate in every detail what was done the year previous, despite an expressed wish for 'Something entirely new and original' from headquarters.

"Hurried reference to all the data at hand brings out the information that Mr. McDink was recently the head pressman of the Squdbub *Daily Chronicle*, while Mr. Bloughhammer, his partner, was for five years private secretary to a wealthy cheese manufacturer of Pennytown, Massachusetts. The new firm is comfortably rated at 'M+4' with 'Estimated Pecuniary Strength' of three hundred and four dollars and fifteen cents.

"I believe I am conservative when I say that Steamship Copy is as difficult to coax an O. K. upon as a Republican president's message in a Socialistic stronghold. That 'O. K.' will go buzzing and droning and bumping around the general manager's office with all the gay abandon of a blue-bottle, for months at a time, and just as you think it'll stop for a short breathing spell on the right-hand margin of a full-page you've

Speaking of the AMERICAN MAGAZINE:

Your kind of goods
are sold most not to
any hundred people,
but to the hundred
people best able and
most willing to buy.



ADVERTISING DIRECTOR

EDITORIAL BULLETIN



The interest grows more intense with each fresh installment. See "Marriage" by H. G. Wells in the American.

walked the floor nights with, up she bounces once more, legs dragging and wings flapping all over the room.

"I have framed, shadow-boxed and varnished an 'O. K.' I once had put upon a piece of copy of mine for a company that sends three boats a week to Jamaica. The day it was put on, I suffered a relapse and had to stay home with my feet in a mustard bath. I went out of the advertising manager's office in a daze. Then I went back and asked him if he really meant it, or if it was some sort of a fiendish joke.

"But I started out to tell you of my personal experience with Mr. Peter Foelger, of the Great Atlantic Passenger Company, both names being fictitious, for the sake of safety.

You see, what perhaps induced general disorder was the fact that Mr. Foelger, a sturdy, two-hundred-and-fifty-pound German of the old school, was not the regular advertising manager. They had none. Mr. Foelger did a deal of traveling on his own line. As far as I was able to learn, he had risen from the humble, but more or less practical ranks of stewarddom on a Wurtzburg liner to efficient promotion as an official trouble-hunter for the firm. He talked such airy trifles as freight, tonnage, passenger lists, displacement and Stone-Lloyd compartments with fluent nonchalance and a picturesque dialect that was reminiscent of surf beating upon a splintered bulkhead.

"Our agency had handled some of the company's business in the past on a basis of 'adequate payment for half-tones made once more than six times' and Peter, while never for a moment losing sight of his own importance and that his line operated six big boats of 20,000 tonnage, with staterooms done in German silver and burnt-indigo velvet, often displayed an unusual affection for me by making me smoke, in his presence, an imported cigar that tasted like asphalt and had the normal strength of five or six Dreadnoughts.

"It was a cold, drizzly afternoon when Mr. Foelger telephoned in that he wanted to get out a twenty-four page folder for his line, and that he wanted us to handle it for him. There were to be numerous half-tones and a three-course spread of descriptive reading matter. I indulged in a drink of brandy on my way down town, as a possible antidote for the tobacco shrapnel that I knew would whistle through my constitution as soon as we got down to business, and in due time heard my friend Peter's advertising story, fore and aft.

"He had elected to receive me in a dingy room above one of those long, pudgy piers at which the liners dock, and every time I wanted to chip in a word some stevedore dropped about ten kegs of nails and a few crates of sewing machines below, in the dusty turmoil of the pier. From where I sat, cobwebs on my derby, I could see an occasional flirtatious tug nose up and chuck a liner under the chin. The rain pelted a dismal accompaniment to Peter's dialect.

PETER WANTS A FOLDER

"Whad I wand," said Peter, "iss a boogledt; id musd be der finest effer. I am sig and tired off dose odder fellows. Gif us somedings new."

"That was enough. Whenever a man starts out with a line of talk like that I am morally certain that he will not accept anything other than what has gone before. He does insist, however, upon first being shown what is really good before he makes up his mind to accept the mediocre. This reminds me, incidentally, of a client of ours out West who said the same thing on a yeast account. After we had submitted copy which we told him was written by a second Elbert Hubbard, he decided to keep on preparing his copy himself.

"I went about preparing that dummy as seriously as a French chef making a new salad dressing. I left out none of the time-honored ingredients of the normal, full-blooded, pedigreed ocean

*From
San Francisco*

C. C. WORKMAN, PRES.

DR. JAS. H. REYNOLDS, SECY.

WORKMAN PACKING COMPANY

SUCCESSOR TO

Spanish-American Food Co.MANUFACTURERS OF
PURE FOOD PRODUCTS

180-190 ERIE STREET

SAN FRANCISCO, CAL., Jan. 24, 1912.

J. Chas. Green Co.,
Valencia & 14th Sts., City.
Gentlemen:-

A little incident came under my observation which I thought would be of interest to you, hence this communication.

On Jan. 1st., 1911 the writer entered into a contract with a local grocer to put the following ad. on 100,000 paste-board egg-boxes:

"I X L CHICKEN TAMALES".

The grocer had on hand at that time about 5 cases of I X L Chicken Tamales and during the year 1911 bought 2 cases more, showing a total use of 7 cases for the year.

About Dec. 15th., 1911 your company began to place the 10 x 50 foot signs over town, advertising I X L Canned Chicken Tamales.

On Jan. 2nd., 1912 the writer while visiting the store in question noticed that quite a number of orders which were being packed for delivery contained I X L Chicken Tamales. The proprietor entered at this moment, and the clerk said to him: "We are out of tamales" "What!" said the grocer, "We just ordered 2 cases". "Yes", replied the clerk, "But since these people are advertising on the fences, they are going like Hell." The woman who ordered this half-dozen cans said I should send her the kind that was advertised on the fence, and if I sent anything else, she would sent it back".

The grocer gave an order for 25 cases of IXL Chicken Tamales before the writer left the store.

Here is positive proof of what your display signs have already done for the I X L Tamales. One month's display on the bill-boards caused this particular grocer to sell more of my goods in 25 days, than 100,000 impressions on egg-boxes had done in one year, despite the fact that the egg-boxes may have gone into 25,000 or 50,000 homes, but did not attract the proper attention.

As a manufacturer wants to know how his goods sell, and please the customers, so the man who sells advertising space should know what benefits his clients are receiving from the publicity they are buying.

Trusting this letter may be of interest to you, I am
Very truly yours,

C. C. Workman
for WORKMAN PACKING CO.

P.S.

*The J Chas Green Co will send
you photos of these signs if
you are interested*

folder. The copy was the same as it had been for years, save for punctuating it a little better and squeezing in embellished rope-letter decorative initials. I supplemented the old half-tones with some new ones, taken on board one of the new boats, changed its stock to antique and sat beside our 'Dutchest' designer, with a levelled revolver, until he completed a double cover, sufficiently resembling those used before to please my client. When that cover, with a highly instructive pea-green ocean and a steamer a few feet shy of California in length was completed, I had the artist stand off at forty paces and throw on a little more gold, for fear it wasn't congested enough.

NO SIMPLICITY HERE, THANKS

"I have discovered that steamship folders are a unique and individual institution. Simplicity of design in one would surely call down the wrath of every advertising Neptune since Jonah. If, through oversight, you happen to leave a plain open space on a cover, you either lose the job entirely or are hastily reprimanded for not chucking in two or three anchors, a bell buoy, a sea gull and a coil of gold rope. Precarious attempts at producing something new such as the captain on the bridge, in Prussian blue, or a dignified arrangement of flags, is equivalent to pre-ordained defeat. Stock quotations, hot off the ticker, show that the 'pretty-girl-in-a-steamer-chair' cover and Morro Castle by moonlight are obsolete, while date palms and camels went entirely to smash in the art panic of '66.

"No, sir, he may waltz all over and around the subject of illustration, this steamship man, ordering fancy side dishes of this and that and loading you up with an expense for dummies that would finance a dozen South American revolutions, but, in the end, that folder must bear a portrait of the good ship *Hassenfeller* or the 40,000-ton *Katzenjammer* if the job ever gets to the lithographer.

"You may take such liberties as

posing the noble craft slightly profile, or full front, with a request to 'smile, please,' or stew up the middle distance in postery sunsets as near to Nature as a sherry flip, but it made a syndicate scratch pretty deep into its jeans to build that boat, and every time a stockholder looks somewhere and doesn't see it he grows faint from apprehension.

"When my dummy was ready to show, and following a direct insult heaped upon it by the art manager of our shop, who said it would make a splendid sticker for any Munich brewery, I put it in a dress suit case to prevent the embossed gold from dropping off and called to see my old friend Peter.

"He gave it one hurried glance, raised his fat hands in chagrin and said:

"'Mein Gott, der iss no difference mit dose dings. It is chust der same. Tage it away!'

"All the arguments I projected crumpled as if they were mushrooms when they struck the armor-plate of his unyielding stubbornness. I came near swallowing the stub of one of his black cigars, after putting the hot end in my mouth, and tramped back from that river-washed Waterloo, praying that the next generation would build a bridge from New York to Berlin.

"My desperation forced me to a radical and oft-trodden course. I put six men to work in our art department grinding out dummies and had my assistant dope out new copy. I did things in the way of steamship folders that have never been equalled since, and never will be. One at a time, I submitted my fresh efforts. Some partially pleased, some swung wide of the bull's-eye and others missed the target entirely. As for the copy, Peter Foelger was generous enough to confide that if he told me what he really thought of it it would make him break an anti-profanity pledge he made his mother twenty-two years back.

"The submitting of the material consumed a long, tedious and discouraging month, but our

president wanted to land the entire account, and commissioned me to keep on preparing copy and dummies until our department men had to be carried out on stretchers. I may as well admit right here that Peter did not place his O. K. on a single piece."

"Then you lost the job?" we inquired.

"Not by a rapid-fire Howitzer," smilingly responded the Veteran Copy Man. "Peter took the first dummy complete, without a change."

THE "MERE" COPYWRITER

GEORGE L. MITCHELL & STAFF.

Advertising Agents.

PHILADELPHIA, February 13, 1912.

Editor of PRINTERS' INK:

Reference is so often made to the "mere advertisement writer" that a few words in defense of this insignificant (?) creature by "one of 'em" may not be amiss.

It seems like an attempt on the part of a few who have risen to more dignified positions to belittle this important cog in the advertising machinery—the advertisement writer. ("Mere," if you wish.)

Can he be eliminated? Will white space be worth seven to ten dollars a line after he is gone? What will be put into white space then?

"Oh, anybody can write copy." Yes, we've heard this, too, and we've seen some of this copy that "anybody" writes. It's mighty good stuff, it is—not!

Well, I suppose we "meres" will worry along somehow without much sympathy from the Grand Exalted Past Masters of the Advertising Fraternity, eh, what?

T. HARRY THOMPSON.
of the Copy Dept.

NEW MEMBERS A. N. A. M.

The Association of National Advertising Managers, New York City, has elected the following new members:

F. B. Clark, advertising manager, Remington Arms-Union Metallic Cartridge Co., New York City. Remington-U. M. C. Ammunition and Fire Arms.

E. R. Estep, advertising manager, Packard Motor Car Co., Detroit, Mich. Packard Cars and Trucks.

Roy B. Simpson, advertising manager, Roberts, Johnson & Rand Shoe Co., St. Louis, Mo. "Patriot Shoes" for Men, "Society Shoes," Tess & Tod School Shoes, "Our Family" Shoes, General—"Star Brand" Shoes.

R. P. Spencer, sales and advertising manager, Geuder, Paeschke & Frey Co., Milwaukee, Wis. Cream City Ware.

C. W. Washburn, advertising manager, Richardson Silk Co., Chicago, Ill. Richardson's Grand Prize Wash Embroidery Silks.

Mr. Advertiser:

you certainly should be interested in a publication that is rolling up good substantial, paid circulation.

You want a publication that is taken by subscribers because they buy it to read.

TO-DAY'S MAGAZINE

subscribers are the buying kind.

600,000

Guaranteed Each Issue

The rate is right.
25 per cent. increase
in advertising over
March, 1911.

WILL C. IZOR
ADVERTISING MANAGER
1 MADISON AVENUE
NEW YORK CITY

SEVEN TO ONE

If the greatest magazine in this Country can make good reaching every seventh creditable home in this Country, how much better can the

Local Daily Newspaper in New England

do when it reaches every creditable home? This is what the local daily Newspapers *do* in these six New England States.

The local daily that gives you seven times the power of the greatest magazine will at least create seven times the demand for your goods.

Concentrate in New England dailies and prove this proposition.

These Seven to one papers are in Communities where your goods can be placed on sale, easily and cheaply.

These ten will prove this proposition.

<i>Worcester, Mass., Gazette</i>	<i>Portland, Me., Express</i>
<i>Springfield, Mass., Union</i>	<i>Burlington, Vt., Free Press</i>
<i>Salem, Mass., News</i>	<i>New Haven, Ct., Register</i>
<i>New Bedford Standard and Mercury</i>	<i>Meriden, Ct., Record</i>
<i>Lynn, Mass., Item</i>	<i>Waterbury, Ct., Republican</i>

ANNUAL MEETING OF ADVERTISING MANAGERS AT CLEVELAND

A. N. A. M. SUGGESTS A STANDARD FOR ADMISSION OF ADVERTISING TO PUBLICATIONS — REPORT DESIGNED TO DO AWAY WITH PRESENT DEFECTS IN AGENCY SYSTEM — PROGRESS OF WORK OF COMMITTEES

The meeting of the Association of National Advertising Managers at the Hollenden Hotel, Cleveland, Friday, February 16th, was attended by seventy of the 150 members of the association. A poll was taken and it was discovered that the total annual disbursing power represented by the members of the association is \$24,632,000, and the capitalization of the concerns represented is \$980,320,000.

The chief characteristic of the meeting was the rapidity with which business was transacted, and the faithfulness with which the members stuck strictly to business until everything before the meeting was out of the way. No recess was taken at noon, a buffet lunch being served right in the Assembly Hall. The discussions and the adoption of different plans of work for the latter half of the association year occupied the time of the members up to seven o'clock, when adjournment was taken.

One of the most important decisions made by the Association was the adoption of the following statement of the Association's idea of the standard by which publishers should be guided in deciding whether or not any particular advertisement is desirable or objectionable. This statement is as follows: "All advertisements can be divided into three classes: first, the obviously desirable; second, the obviously objectionable; third, the doubtful.

"In endeavoring to decide whether or not to accept an advertisement that falls in the doubtful class, a publisher should reject it if it is apt to in-

THE BOSTON TRAVELER

is Boston's local daily paper.

86% circulation in Metropolitan Boston.

95% in Boston's cash trading district.

The actual average for 1911 was 83,029 copies daily.

FRANK S. BAKER *Publisher*

Will you accept
this book for
10 days
Free Inspection

Over 100,000 answers to sales, advertising and business problems. The Mahin Advertising Data Book (12th edition), contains an authentic answer for practically every question of detail in the subject of advertising. It gives accurate and complete information about newspapers, periodicals and out-door advertising; different styles and sizes of type; explains half-tones, zincs, electrotypes, etc. Practically indispensable to every advertiser, 556 pages printed on Bible paper and leather bound—vest pocket size.

\$3 value for \$2

If at the end of ten days, you feel you cannot do without it, send us \$2 and we will send you the Mahin Messenger for one year—the subscription price of which is \$1—containing up-to-date advertising talk.

Use the Data Book for accurate reference—time-saving—conveniently indexed—nothing like it.

Ten days Free Inspection.
Write for it today on your business letterhead.

Mahin Advertising Co.
846 American Trust Building
CHICAGO

jure his readers in health, morals or pocketbook, or if it contains any unwarranted statement."

The discussion showed that it was the unanimous belief of the members that any publisher who really desired the best interests of his readers and really wished to bar objectionable advertising from his columns would have no difficulty in arriving at a correct decision of any individual case if he kept this standard before him.

One of the most important actions taken by the Association was that relative to the present advertising agency system. The report, which exhaustively analyzed the objections to the present plan upon which advertising agencies and publishers work, was submitted by the regular agency relations committee, consisting of Harland J. Wright, chairman, of William Whitman & Co., New York; C. B. Hamilton, of Berkey & Gay Furniture Co., Grand Rapids; A. W. Holmes, of the Baird-North Co., Providence; and A. C. Reiley, of the Remington Typewriter Co., New York.

The committee declared emphatically against a system which so crudely allowed the compensation to fit the service rendered, which made it so easy for unworthy agencies to survive, and which discriminated against the advertiser who did not wish to use an agency at all. The payment of a commission based upon a percentage of the sum expended by the advertiser in advertising was pronounced illogical and productive of many of the evils now existing, a relic of an age already passed.

The report was unanimously adopted and the committee was instructed to confer at once with the leading agencies and publishers to the end that by earnest co-operation a plan better adapted to modern conditions may be worked out and put in force for the benefit of the three classes concerned, the advertiser, the publisher and the agent.

The committee on educational work was represented at the meeting by William H. Ingersoll.

chairman, of Robt. H. Ingersoll & Bro., New York; Harry Tipper, of the Texas Co., New York; W. K. Page, of the Addressograph Co., Chicago; and C. C. Winningham, of the Hudson Motor Car Co., Detroit.

Mr. Ingersoll and Mr. Tipper reported on the work being done by the association's committee in conjunction with the department of psychology at Columbia University, in the way of formulating laws on advertising display, position and other questions along the line of applied psychology.

The establishment at the New York headquarters of a bureau of circulation was announced, and the fact that some very satisfactory information relative to magazines had already been obtained.

Unsatisfactory statements of circulation, it was reported, had been received from a certain few magazines, and the hope was expressed that these publications had omitted to give the reasonable information asked for because they were unaware how earnest the Association's members were in their desire for the information. It was not believed that any of these magazines had any desire to antagonize the wishes of customers who were spending so many millions of dollars a year in advertising, and who were encouraging one another to become more discriminating in the selection of their advertising mediums.

To supplement the statements made by publishers, the circulation committee was requested to secure from the individual members, collateral information, such as the experiences of the individual users with these publications. Considerable of this information was contributed during the round table discussion which occupied a part of the day's proceedings. The Association is becoming more and more wide-awake to the value of knowledge about how circulation is secured, how much is renewed and other information which will enable the members more intelligently to decide the value of any circu-

lation per thousand for any particular purpose.

L. R. Greene, of the Canadian house of Sherwin-Williams Co., as general chairman of the propaganda committee, reported elaborate plans for the coming half year's work. The propaganda committee has for its business the establishment of contact between the association and the outside world with which the members of the association do business. This outside world is divided for association purposes into three divisions. The publishers, the dealers and the general public. One division of the propaganda committee is devoted to the work with publishers, and consists of F. M. Webster of the American Writing Paper Co., Holyoke, Mass., chairman; C. F. Alward of the H-O Company Buffalo, and C. W. Dearden of the Strathmore Paper Co., Mittenague, Mass. The dealer's division is made up of W. P. Werheim of Pratt & Lambert, Inc., Buffalo; G. H. Benkhardt of Smith, Kline & French Co., Philadelphia, and L. E. Kingman of Florence Mfg. Co., Florence, Mass. The section of the committee charged with getting in touch with the public is called the "Division for Advertising Advertising," and is made up as follows: Chairman, D. S. Paris, of the Hampshire Paper Co., So. Hadley Falls, Mass.; E. S. Babcox, of the Yawman & Erbe Mfg. Co., of Rochester, N. Y., and M. R. Burlingame, of the Prest-O-Lite Co., Indianapolis.

Brief but important reports were presented by the committee on export advertising, second-class postage, special editions and semi-charitable schemes, the transportation of advertising matter, association finances and membership.

The report of Chairman L. C. McChesney, of the Thomas A. Edison, Inc., Orange, N. J., of the membership committee, that the membership had reached 150 was received with gratification, for it was remembered that the association started in 1910 with seventeen members.

Foremost Advertising Medium In Its Field!

The only evening paper in the rich city of Portland, Maine, is the

Portland Evening Express

Every family in Portland that reads an evening paper reads the EXPRESS.

Circulation exceeds 19,000. Leads in everything—foreign, local and classified advertising and NEWS.

JULIUS MATHEWS, Representative.

PHYSICAL CULTURE

is the only *live* periodical devoted exclusively to health and right living. Its circulation is more than three times greater than all the other publications of a similar character combined—**164,000, net paid.**

Only men and women of high ideals and lofty character can read and enjoy it—a constituency that the legitimate advertiser can cultivate to advantage.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

Quality Circulation Brings Returns

The Biggest January

In January, 1912, The Chicago Record-Herald contained 2,247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper. Following is the record of gains and losses of the Chicago morning newspapers in January, 1912, as compared with January, 1911:

	Columns
The Record-Herald	Gain 51
The Tribune	Loss 207
The Inter Ocean	Loss 103
The Examiner	Gain 15

The above figures are furnished by the Washington Press, an independent audit company, which supplies advertising statements to all of the Chicago newspapers.

THE CHICAGO RECORD-HERALD

New York Office • 710 Times Building

CHURCHILL-HALL

ADVERTISING
AND SELLING

To "advertise" is to make known. To "sell" is to exchange property for money.

The chief use of advertising is to make selling easier by finding a buyer and telling him about your wares.

"Selling" is the broader term. The "advertising" or making known, is only one step, important but still only one step, in making the sale. Therefore we insist that there can be no separation of your advertising and your sales problems.

As salesmen, we offer our services to increase your sales. To our other qualifications as salesmen we add our experience in advertising.

This experience is useful in harmonizing advertising with other forms of sales promotion. It should be of especial value in deciding whether or not advertising is necessary for you.

We invite correspondence.

CHURCHILL-HALL
UNION SQUARE, NEW YORK

CONVICTION IN PORTLAND, OREGON, FOR FRAUDULENT ADVERTISING

J. Leavitt, a merchant of Portland, Ore., was fined fifty dollars, February 12th for issuing a fraudulent advertisement.

Leavitt advertised in the newspapers that he had bought a bankrupt stock worth \$5,000 at forty-one cents on the dollar. As a matter of fact he paid only \$5.00 for the merchandise, and the concern from whom the purchase was made was not bankrupt.

In his defense, Leavitt denied the intent to mislead. He said that any one who sold out his stock in a short time was a failure, and that the person who bought the goods was a receiver of them; hence he had bought bankrupt stock. The court held that the public would read the terms "bankrupt" and "receiver" in their ordinary commercial sense, and assessed the fine for printing a falsehood.

PRINTERS' INK has received the following "night letter" from M. W. Hard, secretary of the Portland Ad Club:

"Vigorous attitude of Portland Ad Club against fake advertising has caused other commercial bodies to adopt resolutions creating public sentiment making conviction of Leavitt possible. Sweeping campaign is on to clear up. There will be others."

VIRGINIA SENATE PASSES "PRINTERS' INK" STATUTE

The bill against fraudulent advertising which was presented to the Virginia Legislature by Senator Featherston, passed the Senate, February 17th. This bill embodies the statute exactly as proposed by PRINTERS' INK.

R. Winston Harvey, president of the Lynchburg Ad Club, who has been especially active in urging the measure, reports that it will probably pass the House with little opposition.

**"COLLIER'S"-POSTUM CASE
CASE TO BE RETRIED**

The appeal of the Postum Cereal Company from the jury verdict granting \$50,000 damages to Robert J. Collier in a libel suit was decided by the Appellate Division of the New York Supreme Court, February 16th. Three justices concurred in the opinion that the Postum Company was entitled to a new trial, two justices dissenting.

It will be remembered that the suit was brought by Mr. Collier because of newspaper advertisements inserted by the Postum Company charging that editorial attacks on the Postum Company's products in *Collier's Weekly* had been inspired by the refusal of the Postum Company to advertise in the *Weekly*. The appeal of the company followed a jury verdict in Collier's favor.

The majority opinion of the Appellate Court is based upon the assertion that Collier's attorney was permitted to introduce evidence at the trial which had no bearing upon the points at issue. The decision reads, in part, as follows:

"The plaintiff was permitted to put into evidence any advertisement of the defendant, the packages in which the defendant's products were put up, and the printed matter thereon, or distributed therein, and to call experts, physiological chemists, dietitians, and physicians to prove that the claims made by the defendant on behalf of its products but wholly unrelated to the specific statements, (criticised in the *Collier* editorial to which the Post advertisement was a reply), were false—that is, the statement on the Grape-Nuts packages, 'A Food for Brain and Nerves,' was untrue.

"It is impossible to estimate the effect upon the jury of the clever use made by the ingenious counsel (Osborne) of a mass of that kind of evidence, and of the array of distinguished chemists employed in the Agricultural Departments of different states and of the United States in the enforcement of the pure food laws, who had occasion to analyze Postum and Grape-Nuts.

"The error was fundamental and permeated the whole case, and it seems to me that we cannot sustain the judgment without virtually holding that in a libel case either party is at liberty to attack the other wholly, regardless of the issues in the case."

H. A. Biggs, who for two years has been engaged in general publishing work, is again connected with Frank Seaman, Inc., New York.

Worcester, Mass.

This city is rich enough to buy anything you offer through the

EVENING GAZETTE

In the savings banks alone there is on deposit in Worcester Banks more than there is on deposit in the entire ten Southern States.

This is the savings after living well, for Worcester "makes good" to her people.

The GAZETTE is the home evening paper with more than 19,000 circulation.

JULIUS MATHEWS, Representative.

Your Traveling Men In the South

need an auxiliary in the form of trade journal advertising. Help them to break the ice. Print a monthly message in the Progressive Retailer so that it will reach the retail trade in the South on the first of each month.

THE PROGRESSIVE RETAILER

is published monthly at Atlanta. It has no equal in the South and besides an excellent editorial policy it has a splendid appearance typographically.

Your advertisement in the Progressive Retailer will be in good company and will put you in close touch with the South's best retailers.

Write us for advertising rates or get in touch with your advertising agents.

Progressive Retailer Pub. Co.

R. R. McDowell, Managing Editor,
219 Rhodes Bldg., Atlanta, Ga.

T. H. CHILD, New York,
1111 Flat Iron Bldg.

A. W. RIDEOUT, New England,
949 Old South Bldg., Boston.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bdg., GEORGE B. LISCHÉ, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston, JULIUS MATHERS, Manager. D. S. LAWLER, Associate Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, February 22, 1912

A Necessary Quality There are many qualities in the make-up of a good advertising man, and one of them is a sense of proportion. Many an advertising man who is temporarily out of a job owes his embarrassment to the lack of that one characteristic.

A sense of proportion is that faculty which teaches a man his relative importance in the scheme of things—which prevents him from making an unmitigated ass of himself. Its absence results in the practice of telling the “old fogey” Board of Directors what a pack of boneheads they really are, and indicting the business world because it fails to realize that here is a man who is too big for his job. Then something usually happens.

Perhaps to no man does it come harder to keep his sense of proportion than it does to the advertising man. Publicity is his stock in trade. It looks so easy to advertise himself. Plausible excuses are abundant for intruding his own personality a little in

advance of the goods he is paid to advertise. He is besieged by a swarm of men with something to sell—space—who do not hesitate to ply him with flattery, more or less disguised. From the nauseating laudation of the solicitor for the semi-charitable graft to the subtle influence of the representative of the high-class medium—not to mention the agency men—he gets it on every side. He is told so frequently what a great man he is that he is not to be too harshly criticised if he occasionally falls for it.

But what about the men who hand it to him? The solicitor who feeds him with honeyed words and warms him with admiration until he goes to the boss and makes a fool of himself—where is the profit? No business is gained by it, then or ever. The flatterer has succeeded in making a man ridiculous, and, if he is at all the right kind of a man, has rendered him suspicious forever after. A certain amount of space, undoubtedly, is sold by flattery, but one man sold because he honestly believes in the value of what he is buying is worth a dozen who yield to the seduction of the sycophant.

PRINTERS' INK says:

The best dealer advertisement is the first bill of goods; if the re-orders are wanting, look at the product.

Wasted Ability

There is one aspect of fraudulent advertising which is sad to contemplate. Such a vast amount of perfectly good brain-power is going to waste, and so much ingenuity is being poured into channels which are productive of no profit, no credit and no honor to the possessor of it. It has been said that a weed is only a flower in the wrong place, and some of the gentlemen who are bending admirable talents to dishonorable ends need only transplanting to become useful and honored members of society.

The man who wrote the follow-up for a certain Western “obesity

cure" for example, why is he hiding his light under that bushel? He shows ingenuity worthy of a far better cause than trying to swindle the ignorant through an appeal to vanity. There is every evidence of a knowledge of human nature which should carry him far toward the solution of some of the problems which vex the makers of things which go to make humanity richer instead of poorer. It seems a pity that it should be so, for there is need for such ability in many a thoroughly reputable business.

That man is probably buried in some obscure agency—maybe it is not so obscure either, but he is buried just the same—and there are many like him. He does what he is told to do, in order to make good on his job. He feels, no doubt, that he is obliged to write that sort of stuff to *keep* his job. He looks forward to the time when he will be given better things to do; work that he can feel an honest pride in, and which he can point out to his friends as his own.

But that time will never come, to the great majority, at any rate. As the dyer's hand becomes imbued with what he works in, so does the copy-writer's mind become steeped in the tricks and equivocations of the swindler. He loses the power to think except in terms which would appeal to the ignorant. Give him a subject the honesty of which is self-evident, and he will inject doubt into the minds of readers by his insistence upon its honesty. Set him to convince the educated of the merits of a product, and he will make it ridiculous because his whole training has been never to mind the facts so long as it sounded plausible.

In many ways, this is the saddest result of dishonest advertising: the many able men—even brilliant men, some of them—it utterly ruins so far as productive effort is concerned. Here are the buried talents of the advertising business—buried so deep that the best of intentions will hardly suffice to dig them up again.

A Sign of Progress

PRINTERS' INK is in receipt of an interesting letter which is reprinted as an echo of Advertising as It Used to Be. It comes from a source which is hard to classify in these days of the agency whose business is founded upon service, but its own classification of itself as a "Selling Company" will probably serve. The letter reads as follows:

Editor of PRINTERS' INK:

We have a contract for advertising to be placed for one of our clients and we are writing you to see whether you can save us some money from the regular rates that we are quoting.

The enclosed shows a list of the different towns and the different papers which this advertising is to be placed.

The advertising will be in the way of a classified want ad, and at the bottom of this letter we give you a copy of the advertisement that is to be inserted three times in each one of these papers.

First of all give us a proposition covering the cities of New York, New Jersey and Pennsylvania. Our client will then later on take the rest of the country in sections.

Accompanying the letter is a list of more than 500 newspapers, for which we are requested to figure "our" cost for inserting the want ad, copy for which is enclosed. In the majority of the papers listed the cost for the three insertions required would hardly exceed two dollars.

The man who is pessimistic with regard to the advertising business should take heart. There was a time, not far in the background either, when the agency business was carried on along precisely those lines. The client furnished his copy; the agent made him a rate, and proceeded to farm out the contracts among such other agents as had a little inside track in the matter of rates. The waste of time figuring and re-figuring rates was enormous, and the advertiser paid the bills.

We are progressing. The next ten years will see changes as important if not quite so sweeping as the last decade, and it is quite possible that we shall then look back upon some of the methods of to-day just as we now regard this antiquated species of rate-jobbery.

**The
Big Danger
In Land
Selling**

PRINTERS' INK has already pointed out the big opportunity there is in advertising land—the missionary work that can be done in turning back the tide that is now turned toward the cities. Here is truly a great work, for undoubtedly there are thousands upon thousands struggling along under unfavorable or unsanitary conditions in the great cities who would be better off were they in less congested surroundings and where they had more independence to plan and do.

As James J. Hill has pointed out, we of America have been cursed with agricultural blessings, so to speak, and we have not used them well; we appear to be getting only half as much from our labor and our soil as European farmers are getting on soil not as good as ours originally. But the day of scientific agriculture and of intensive and specialized farming has dawned. The railroads, the schools, and last, but certainly not least, the agricultural press in particular, and the press generally, are sowing abundant seed for the land advertiser to reap.

The selling argument for good land is enough to make even a mediocre copy-writer enthusiastic. There is some sound psychology behind that expression: "He who owns land is king." There is no getting away from the high cost of living in the cities, and the land advertiser has a great "point of contact" in his argument for the country life as a solution of the problem of the cost of living. Then there is the freedom of country life, the pure air and sunshine, plenty of room for the youngsters, the attractions of intensive and specialized farming, and all the rest.

A great deal of attention is being directed toward the South, where there is now more cheap land than anywhere else. And the South has a great future before it in this respect, as well as in others, if it guards against a grave danger.

Already much advertising has

appeared about Southern and extreme Western lands in particular that is grossly exaggerated—so much so that it approaches the mining and investment frauds upon which the axe has been falling in publishing circles. Experienced truck-farmers laugh derisively at the statements made about the yield per acre of the "wonderful advertised land." And everybody who knows anything about farm life smiles pityingly for the people who start out anew in life, believing that they can sit back in the shade of their bungalows on the 10-acre tract and watch the little pigs wax fat on clover in April, while the onions grow to the tune of \$488 per acre. Such advertising may, however, tempt the small-waged, hopeful, city-sick man to act without judgment.

They are assuming a grave responsibility who depict farm life glowingly as an *easy* road to independence and wealth; who are not honest with men, and fail to tell them that farming is as much a business as other lines, and requires as much hard study, work and judgment, and some capital; who attempt to show that the average farmer makes anything more than a good living, or deny that there are many expenses to come out of the farmer's check before he gets it.

The truth about farm life in favored sections is strong enough. Exaggerations will not only work the great economic evil of sending men to the country when they do not know what is expected of them, but will react upon real estate dealers themselves and bring the entire rural land-selling business into disrepute.

PRINTERS' INK predicts that the great land-selling concerns of the future will be those who sell service as well as land, the word "service" being used in the broadest sense.

PRINTERS' INK says:

The wisdom of the philosophers makes fine reading but it's the thought in action that helps meet the payroll.

THE USES OF THE PART FORM, PART DICTATED LETTER

There is a certain manufacturer of plumbing fixtures who has of necessity given strict attention to form letters for more than twenty years. His national advertising brought responses by the cord during that time. And from answering all these he has gradually worked out a cross between a genuinely dictated epistle and a form letter. This hybrid saves a big bit of time in the course of a year and brings back answers and in many cases orders. The percentage of replies to which some sort of action on the part of the inquirer is not traceable is indeed very small.

While this style of follow-up letter has been used by other advertisers, a relation of this manufacturer's method, perfected during a period of twenty years is suggestive.

Builders, architects, plumbers and inquirers in general who write to this house in response to advertisements ask questions that are diversified. So it would be foolhardy to try and meet each query with a stereotyped reply, as would necessarily be the case if genuine form letters were used. On the other hand, each inquirer must be duly impressed with the superior quality and reasonable pricing connected with the goods about which he is asking. Consequently the first and last paragraphs of this semi-form letter are dictated so as to meet the queries. But the second, third and fourth paragraphs are purely form.

In sifting the situation for the purpose of trying to find out just what was best to say in these body paragraphs, the whole sales organization of the house was set to work. Each member was asked to submit three paragraphs on superiority and price in just as concise a style as the writer could muster.

From the mass submitted, what was thought to be three top-notch specimens were selected. The

three are now used as the structure around which the first replies to inquirers are built. It has been found that situations are rare where more than two crisp paragraphs are needed to fill these three-fourths form letters with all kinds of individuality.

This concern's follow-up system of letters necessitates the sending of six different letters to inquirers at intervals of from ten to fourteen days. Even should a reply not be forthcoming from letter No. 1, the whole list of six is gone through with before the inquirer is given up as being hopeless. Whenever an inquirer becomes a buyer, he does not receive the remainder of the series which would be coming to him otherwise.

On account of sales, the number of letters employed decreases very rapidly as the series progresses.

THAT SPEECHLESS SPHINX DANCE

The desire of the Sphinx Club, New York, to hold a perfectly novel dinner was realized at the Waldorf-Astoria, on the evening of February 14. As announced, there were no speakers, but instead the 500 members and their wives enjoyed some novel dances. Among these was the Sphinx dance. If, perchance, a man happened to speak to his partner, or vice versa, that was evidence that he or she had guessed wrong, and a committeeman sent the offending couple to their seats.

Two hundred couples started the dance and forty-eight couples finished it with a perfect score for muteness. Besides the Sphinx dance there was a leap year dance, in which the ladies had to choose their partners without outside assistance.

MAKING THEIR DIFFICULTIES PAY A PROFIT

An Indianapolis furniture concern recently got into a lawsuit with one of its customers over a sale of carpet. The customer claimed that only forty-six yards were delivered and laid, though the company billed her for fifty-one yards. The local inspector of weights and measures testified at the resulting lawsuit that the rooms in question were covered with but forty-six yards, as claimed by the customer. The furniture company thereupon presented its case to the public in an advertisement, which included a diagram of the rooms for which the carpet was cut, and offered a reward of \$100 to any person able to prove that they were carpeted with less than fifty-one yards.

FINDING THE PROFESSIONAL APPEAL IN YOUR PRODUCT

CONSUMERS THEMSELVES, AS WELL AS PRESCRIBERS, WHO ARE KEEN AND DISCRIMINATING BUYERS — HOW ADVERTISERS IN THEIR PUBLICATIONS HAVE FARED

"In less than four years we have sold 17,000 motor cars to physicians through the medical papers, a proportion of one car to every ninth physician in the country," says Berry Rockwell, advertising manager of the Maxwell division, United States Motor Company.

None of the automobile manufacturers had gone after the medical profession before. There seems to have been some sort of idea that there was no money there, that the field was not worth cultivating, that the physician might be very responsive to appeals in behalf of new remedies and professional appliances or as an influence and autocrat in his own field who was worth while cultivating by anybody who had infants' food or sanitary underwear to sell; but that it was useless to try to sell him anything for himself, to eat or wear or use.

So far as the general advertisers go, the doctors have been in about the same position as the lost tribes of Israel, and the discovery that the doctor is a man and a consumer may be said without too much whimsicality to be one of the momentous events taking place in the advertising world during the first decade of the century.

During that period and since, a considerable number of general advertisers have ventured into the field for a try-out and have concluded to stay, most of them

maintaining a vociferous silence as to the character and extent of the benefits realized from their medical flyer, but all sitting tight and renewing their contracts with ease and despatch.

The Maxwell-Briscoe Motor Company is one of those which, having got the jump on competitors in this field, is so far ahead, that it can afford to tell a few things about its experiences with the medical mediums and post advertising men on the conditions there.

"Our experience began," Mr. Rockwell says, "in a try-out of four pieces of copy in *Clinical Medicine* and the *Journal of the American Medical Association* in '08. The experiences produced such good results that we decided to go in on a large and consecutive basis for the year 1909, when we spent approximately \$7,000 in the best general mediums. This was a large sum in those days when physicians were regarded as poor prospects for motor cars.

"We were the first to invade the medical field as we were the farm field, and having entered, determined to make good. We studied the method of approach

ATWOOD GRAPE FRUIT

LAST season we placed emphasis on the curative value of citric acid as found in the ATWOOD GRAPE FRUIT.

With the first suggestion of the use of this grape fruit in rheumatic and febrile complaints it quickly found favor from physicians and the public. We say "as found in the Atwood Grape Fruit," for Atwood Grape Fruit is so far superior to the ordinary kind that it is admittedly in a class by itself when used either as a luxury or medicinally.

Its superiority is not an accident. From the beginning the Atwood Grape Fruit Company (the largest producer of grape fruit in the world) has insisted upon **QUALITY**. An initial expense of hundreds of thousands of dollars was incurred; everything that science or experience could suggest was done to pro-

duce **QUALITY**; even then, many trees, as they came to maturity, bore just good, ordinary grape fruit, but not enough enough of the fruit was good. Therefore, thousands of big bearing trees were either broken to the ground and rebrought to **SUPERIOR VARIETIES** or dug out entirely.

So through the various processes of selection, cultivation and elimination has evolved the ATWOOD FLAVOR, as hard to describe as it is difficult to produce.

Atwood Grape Fruit is sold by high class dealers and always in the trademark wrapper of the Atwood Grape Fruit Company.

Bought by the box, will keep weeks and longer. Price for either

bright red or green 36 per standard box, \$5.50, \$4.50 or \$3.50 grape fruit.

ATWOOD GRAPE FRUIT CO. 390 Broadway, New York City



AN EXPLANATION TO PHYSICIANS

and found by keyed advertisements just what particular phase of the motor car situation attracted the physician.

"Of course, the problem of

transportation was as important to the physician as it was to the merchant, if anything, more important, involving sometimes a matter of life or death.

"We found the physician to be a very keen and discerning buyer, shrewd and ever watchful for value received.

"It was early noted that not only a car of low price, but one which could be maintained economically attracted most. Busy physicians and those having profitable practices maintained a horse and buggy or possibly a team and coachman.

"We determined, first of all, to prove the automobile an economy over the horse and buggy, and sounded the knell of the horse and buggy practitioner in an advertisement entitled "Good-bye Horse and Buggy," wherein we proved by the testimony of physicians using the automobiles that three times the work at half the

cost in half the time could be done by the automobile over the horse and buggy.

"We had believed that the physician was a hard man to approach, that he was armored with professional pride and regarded with disfavor any attempt to reach him in public print by an argument that attacked his professional ethics.

"For instance, it was a matter of argument on our part whether we should use a piece of copy entitled 'Is your practice slipping away?' Have you asked yourself the reason? Look facts in the face. Isn't it because younger men with modern methods are crowding the field? With the horse and buggy your radius is restricted. An automobile increases it threefold,' etc.

"The sales made by this particular piece of copy ran into hundreds and gave us the cue for approaching the physician on the

Consumer, Dealer or Competition Investigations

With correspondents in principal cities and towns, and a national network of special sources of information, we are able to do vital, intelligent investigative work for advertisers at much less cost than they.

We analyze, from first-hand information, sales-possibilities by sections, and by classes of people; distribution conditions and channels; "feel" trade sentiment and make confidential canvases.

Briefs and opinions are rendered; data and statistics prepared. Our weekly loose-leaf Confidential Selling and Advertising Reporting Service is now an established institution. A 2600 sq. ft. Efficiency Exhibit maintained. Get interesting literature. Best-known agencies and advertisers our reference.

The Business Bourse

J. George Frederick, Editor and Counsel

260-261 Broadway (opp. City Hall) New York

1847 ROGERS BROS.

X S
TRIPLE

"Silver Plate that Wears."

The famous trade mark
1847 ROGERS BROS. guarantees
the *heaviest* triple plate.

Catalogue "P"
shows all designs

MERIDEN BRITANNIA CO.
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO



same dollars and cents basis that we did other business men. For after all, the physician is a *business man*.

"We went a step further and studied the physician's needs. We found that distance calls, night calls, emergency calls, all played an important part of his life and

Welch's
Grape Juice
A Tonk-Food for Run-Down Men, Women
and Children

PHYSICIANS prescribe WELCH'S for the upbuilding of their convalescent patients, and for those whose powers of assimilation are weakened.

It is a splendid tonic and liquid food for children showing salt deficiency, as in cachectic affections, scurvy, digestive disturbances, and impoverished nervous systems.

W.L. WELCH is prescribed with confidence, not only in its results, but in its perfect purity. It is pressed from the finest grapes in the world, and is sterilized in the Chase tangent heat. We secure them at the time of richest ripeness; our process of pressing the juice is quick, clean and scientific. There is nothing in the bottle but the pure juice of the grape.

The fresh fruity flavor and delicate aroma of the ripe grapes which characterize WELCH'S make instant appeal to the invalid.

Sold by all leading dealers. Everyone bottle by mail. \$1.00. Sample post, express prepaid, 15 cents. Lamour of interest in all presents free.

The Welch Grape Juice Company,
Westfield, N. Y.

HOW WELCH'S MAKES A PROFESSIONAL APPEAL

determined his efficiency to the community.

"For instance, some physicians discouraged night calls because of the bother and trouble involved in harnessing the horse and re-stabiling him upon return. Naturally, this worked a hardship on the patient.

"We recalled to the physician the moral obligation of being ever ready to serve his patients, and suggested that the motor car would be a pleasure instead of a dread, being simple to operate and easy to care for, needing only a crank to speed him on his way.

"Emergency calls, we pointed out, meant little to the horse and buggy physician, as only the physician using the automobile would get the hurry calls. We pointed out that distance calls were no longer bugbears and did not interfere with office hours and the

punctuality of appointments. The previous half-day trip with the horse and buggy was with a motor car only a matter of an hour.

"We preached the doctrine of sanitation, the freedom from smells and odors, the pleasure of travel as contrasted with the tedious horse and buggy method, the providing of recreation, otherwise impossible, and last but not least, the atmosphere of prosperity and up-to-dateness reflected in the use of the machine over the antiquated and slow horse-and-buggy method. We made the physician believe that service was his watchword, that his transportation must be ready when wanted, quick and reliable.

"Our campaign of education soon began to take hold and at length we had an army of five



Model AB 2 cyl. 10 H.P. Complete Equipment 2000

Emergency Calls

THE doctor using an automobile gets the "Hurry Calls." He is sent for because people know he can get there quickly. Here's a call especially for the absolutely reliable, safe and comfortable. It is used by physicians, 11,735 in use today. Ask anyone his experience. Then decide.

Easy to Drive

One lesson of driving—push it ahead to engage low-speed—push it further and you have high speed. Pull the clutch back and you stop. Any one of our 1,200 dealers can teach you to drive them in 15 minutes.

Let us tell you more. You can have our advertisement book delivered—free—drop a card.

We will send you a pamphlet—*How to Buy a Motor Car*. Don't put it off. Drop in or write, just now.

Write or wire to us. We'll be glad to help you.

State of Maxwell to Date

Maxwell-Brasco Motor Co.

Maxwell Factories

NEWCASTLE, DELAWARE

PHILADELPHIA, PENNSYLVANIA

KNOXVILLE, TENNESSEE

BIRMINGHAM, ALABAMA

ATLANTA, GEORGIA

MONTGOMERY, ALABAMA

MEMPHIS, TENNESSEE

SAVANNAH, GEORGIA

CHARLOTTE, NORTH CAROLINA

RALEIGH, NORTH CAROLINA

SPRINGFIELD, MASSACHUSETTS

PROVIDENCE, RHODE ISLAND

BOSTON, MASSACHUSETTS

NEW YORK, NEW YORK

PHILADELPHIA, PENNSYLVANIA

DETROIT, MICHIGAN

CHICAGO, ILLINOIS

MINNEAPOLIS, MINNESOTA

ST. LOUIS, MISSOURI

OMAHA, NEBRASKA

DENVER, COLORADO

BOULDER, COLORADO

SEATTLE, WASHINGTON

PORTLAND, OREGON

PHOENIX, ARIZONA

IRVING, TEXAS

HOUSTON, TEXAS

OKLAHOMA CITY, OKLAHOMA

MEMPHIS, TENNESSEE

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ATLANTA, GEORGIA

CHARLOTTE, NORTH CAROLINA

RALEIGH, NORTH CAROLINA

SPRINGFIELD, MASS

method, we preached the Maxwell as the physician's car until to-day the medical fraternity uses nearly 17,000 Maxwell cars, or a proportion of one Maxwell car to every ninth physician in the United States."

The Welch Grape Juice Company of Westfield, N. Y., went into the medical papers fifteen years or more ago. It makes a medical point but embodies with it so eloquent an appeal to the physician's own taste and his appreciation of the value of an all-round health drink, that it must be considered as in large measure general advertising.

"We use what we consider a selected list of about eighteen of the publications in this field," says E. T. Welch, secretary and treasurer of the company. "We use mostly full-page copy with some half-pages, making yearly contracts. We do not key our advertising.

"Advertising to the physician is an important part of our campaign. Physicians appreciate the

high quality of our product and almost invariably when a physician prescribes or recommends grape juice he names 'Welch's.'

The same or similar reasons that apply to grape juice also apply to grape-fruit. It is good to use, therefore it is good to prescribe and recommend. The Atwood Grape Fruit Company has used a number of medical mediums to get a standing and secure the stamp of medical approval, with results that have been very satisfactory to itself. The shortness of the grape fruit crop this year has necessitated a temporary withdrawal from the medical journals, but the campaign will doubtless be taken up next season.

Other general advertisers who have not looked into the matter will be interested to find on glancing through the pages of the leading medical publications, many familiar names—Chiclets, Grape-Nuts, Truffault-Hartford shock absorber, carriages, rubber heels, etc.

They Must Be Just As Good

As Your Magazine Or Newspaper Copy

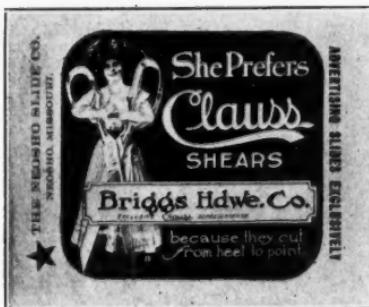
You should be very careful about your picture show advertising. It is important. It is a vital link in your publicity chain.

The slides which throw your message before hundreds of thousands of buyers in the picture show audiences throughout the country should be *sharp, clear, artistic, striking*. Designed especially for YOU to convey YOUR MESSAGE just as *YOU WANT IT CONVEYED*.

Let us show you how good your picture show advertising can be. Let us make you up a sample slide and quote you money saving prices. Write TODAY.

THE NEOSHO SLIDE CO., 103 Spring St., Neosho, Mo.

Lantern Slides For Advertising



I Can Make Good In YOUR Sales Department

As Traveling Salesman, I sold gas engines of all types for one concern in New York territory for two years; straight commission.

As my own Manager, I established a sales agency in South Carolina, sold it, and the business is making money today.

As Sales Correspondent, produced results which warranted an annual salary increase of \$400.00.

I am now Assistant Sales and Office Manager with the Chicago office of the last mentioned firm; a five million dollar food products corporation.

This thorough and practical experience in every branch of the Sales Department, covering a five year period, makes me confident that my ability and character are such as will enable me to intelligently, efficiently and loyally apply that knowledge to the work of your sales department.

I don't rate myself a prodigy, but just an earnest young American with a great, big desire to eventually "get there" and the ability to attain my aim. A business condition is the sole reason for the change. Age 24; married.

Investigate my record and character. Let me demonstrate my sincerity:

"C. E. W." 1730 Irving Park Boulevard, Chicago, Ill.

Get "Out of the Rut"

The Smart Set Magazine's handsome 25c edition of John Adams Thayer's famous book "Astir," with an added chapter.

*It may help you to
Get Out of a Rut.*

"Breath-stopping, hair-raising frankness."

W. D. Howells.

"Men who toil, men who do and dare, will gain strength from reading this book."—Denver Republican.

**25c—On All News Stands—25c
Or of John Adams Thayer Corpora-
tion, New York**

FOR SALE

Up-to-date newspaper in prosperous Southern City. The Anniston Hot Blast, established 1873 and the leading daily of one of Alabama's most progressive cities—will be sold to the highest bidder on March 19th, 1912. All bids must be properly sealed and certified check for \$100.00 accompanying same. Owner has other interests which demand his entire time. For complete details, circulation, inventory of equipment, etc., address

J. H. EDMONDSON, Box 232, Anniston, Ala.

AD-SELL LEAGUE'S UNIQUE BIRTHDAY CELEBRATION

The Ad-Sell League, of Northern Indiana and Southern Indiana, celebrated its second birthday January 31, by giving a pure advertised food dinner at South Bend, Ind., the menu being contributed by national advertisers.

The dinner was served in ten courses comprising many advertised foods.

Charles R. Trowbridge, advertising manager Dodge Manufacturing Company, Mishawaka, was re-elected president by a unanimous vote. Other officers named were: R. B. Robitshek, advertising manager of the M. Rumley Company, Laporte, first vice-president; H. L. Mosher, advertising manager of the Round Oak Stove and Furnace Works, Dowagiac, Mich., second vice-president; George E. Potter, advertising manager of the South Bend Watch Company, South Bend, secretary; Ralph W. Smith, advertising manager of the Perkins Windmill Company, Mishawaka, Ind., treasurer; O. S. Barrett, advertising manager of the Studebaker corporation, South Bend, librarian; S. F. Spohn, president of the Spohn Medical Company, Goshen; T. T. Reddington, advertising manager of the McCray Refrigerator Company, Kendallville, Ind.; H. R. Beale, advertising manager of the Oliver Chilled Plow Works, South Bend; W. H. Parkin, advertising manager of the National Cable and Manufacturing Company, Niles, Mich., and P. G. Stahley, advertising manager of the Birdsell Manufacturing Company, South Bend, were appointed members of the executive board by the president.

Twenty-two applications for membership, among these one from W. K. Kellogg, president Kellogg Toasted Corn Flake Company, Battle Creek, Mich., were presented and accepted. The league now has a membership of 129, taking in all the commercial and industrial enterprises of importance in the territory covered.

Addresses were made by A. N. Fox, of the Benjamin Electric Manufacturing Company, Chicago, "Advertising as Seen from the Manager's Desk"; W. K. Page, of the Addressograph Company, Chicago, "Following Up Inquiries." The orator, a brother of the phonograph, was introduced for the first time at this meeting and as a sample of its possibilities an address delivered by President Trowbridge before a neighboring club, "Advertising Yesterday, To-day and To-morrow," was reproduced with wonderful effect even to Mr. Trowbridge's characteristic delivery. Letters were also read from Milo C. Jones, A. J. Horlick, C. E. Welch, Frank Van Camp, S. C. Dobbs, Stephen F. Whitman, and others who furnished the dinner. One hundred members were present.



Robert A. Turner has severed his connection with the Darlow Advertising Agency of Omaha, Neb., to assume charge of the advertising department of the Colorado & Southern Railroad Company, with headquarters at Denver, Colo.

**WILL ASK INDIANAPOLIS
GROCERS TO OFFER BIDS**

Within a short time it is planned to incorporate in the city of Indianapolis, Ind., a society to be known as the "Consumers Low Cost of Living League." The membership is to be composed of the families of the city. The object and method of the society is set forward as follows:

First. The city will be canvassed for members. The membership fee is \$2.00, which pays all dues for a whole year. Fifty cents may be paid quarterly in advance. Thus for fifty cents any family can become a member.

Second. As soon as a reasonable number of members are secured they will meet and organize the league by electing officers and directors. A constitution and by-laws will be adopted and the league will be incorporated.

Third. As soon as any district of the city qualifies by enrolling one-half or more of the families as members, a branch of the league will be established there. This will be brought about by the officers asking the present grocers to bid on supplying the league families. The lowest and best bidder to get the contract. This will be repeated until all sections of the city are provided with branches. These branches federated will constitute the Consumers Low Cost of Living League of Indianapolis.

♦♦♦
**"INGENIOUS" ADVERTISING IN
FRANCE**

This remarkable "underwear" advertisement now appearing in the prominent magazines of France shows the in-



genuity of the French in creating publicity ideas. The illustration is made up like an X-ray photograph, and each member of the passing throng is shown to be wearing a certain brand of underwear.—*Popular Mechanics*.

♦♦♦
The Winston-Salem, N. C., *Journal*, morning and Sunday, has changed its foreign representation, Harry C. Griffith now being in charge of the *Journal's* New York and Chicago offices.

**Can You
Use a
\$5,000
Man?**

A young man with ten years' experience as copy and sales director for thirty large advertisers, seeks connection with progressive firm that needs and would appreciate the services of a level-headed, experienced, efficient and successful advertising man. Can originate, plan and execute resultful sales campaigns.

Answers to your most searching and personal questions will be freely given at first interview.

PRODUCER

Care of
**PRINTERS'
INK.**

The Little Schoolmaster's Classroom

It's somewhat distressing to a keen advertising man to see how many valuable little opportunities for effective advertising the average business concern will let slip by. Let's say that a firm is daily sending out fifty or several hundred letters. Some of these letters should, of course, be confined entirely to the particular subjects about which they were written; but usually there is ample opportunity to work in something that bespeaks the policy of the house, that advertises its individuality, or that brings out some other point. But in most instances the 2-cent letter—one of the most valuable mediums of advertising, especially when previous negotiations insure full attention—is handled in a routine way. It is the old story of hiring the high-salaried man to develop inquiries and then letting unskilful correspondents attend to the subsequent work.

Recently an advertising man sent for specimen copies of hundreds of publications, and though there was sufficient to his request and to his position in the business world to excite the interest of a live advertising manager or correspondent, nine-tenths of the responses were tame and colorless: "We have your request for a specimen copy and in reply to same would say—." Now and then a reply of the class of the following would come: "The magazine is chuck full of good stuff, and although I note that you are not a paint dealer, yet I believe you could get thirty-five cents' worth of good information out of any issue. And our subscription price is only thirty-five cents for two years. How about it?"

This correspondent showed that he had looked the inquirer up. His response had individuality.

One trade-paper publisher once remarked to the Schoolmaster that he thought it was worth

twenty or twenty-five dollars to him to have certain persons subscribers, on account of the standing that such subscriptions gave his list with advertisers. It seems, therefore, that there is need for considerable advertising skill even in framing a response to simple inquiries.

* * *

"Gov. Wilson Cuts His Lip with a Razor," says a recent newspaper headline. Here is your opportunity, Messrs. Safety Razor Advertisers. Reproduce the clipping and build up the argument that every man in a political campaign ought to have a safety so that, no matter what the condition of his nerves, he can get a perfect shave with perfect safety. Every live advertiser ought to have some systematic way of getting hold of clippings that he may use in his publicity work, for often there is an opportunity afforded of cashing in on a matter of public interest.

* * *

Did you ever try to coin a simple, easily-pronounced, suggestive and attractive name for a manufactured product? It is not always an easy job to find something that is very strong and that is unlike names of other products of the same class. A candy manufacturer by the name of Williams recently wanted names for new candies. Here are some suggestions by one advertising man: "Come Again Caramels," "Wednesday Eve Chocolates," "Sweet William Bonbons," "Will Yum Yum Taffy," "Wilco Sweets."

* * *

It makes the experienced copy-writer smile sometimes when proof shows his copy is a line or two too long for the available space to see how easily a word or so here and there can be chopped out without taking away from the sense and force of the language. Such examples are convincing proof of the fact that

verbiage is an evil of most copy work. When you get so that you put down only those words that really mean something you will be getting where buyers of written salesmanship will begin to wear a path to your door.

OVER \$10,000 FOR CYCLONE SUFFERERS

The Janesville, Wisconsin, Daily Gazette was instrumental in raising over \$10,000 for cyclone sufferers in the short space of ten weeks, which merely points to the standing of the paper in the community and the fact that people believe in The Gazette and are ready to co-operate with a productive medium. The Gazette readers are keen observers. Have been educated to the reading of advertising.

Send for some of the literature which has been used in this education to

JANESVILLE DAILY GAZETTE,
Janesville, Wis.

M. C. WATSON, 34 West 33d St., New York, N. Y.

A. W. ALLEN, 1502 Tribune Bldg., Chicago, Ill.



Moving Picture Advertising Slides

Your dealers will appreciate receiving hand-colored slides to exhibit in their local moving picture shows. We make superior slides for many of the largest national advertisers. Write for samples and prices. We place your dealers' name on slides advertising your product.

SMITH SLIDE CO., 710 Granite Bldg., ST. LOUIS, MO.

Two Good All-round Advertising Men—Wanted at Winnipeg

for two leading publications of Western Canada. Must be young, good solicitors, good make-up men and descriptive writers. Unusual opportunity. Write at once stating qualifications, salary wanted and references.

ASSOCIATED PUBLISHERS, Ltd.
Canada Building Winnipeg, Canada

Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 128,384

"What sort of an outfit does an ad-writer need?" is a question that comes to the Schoolmaster. Some writers keep a few simple drawing instruments, some water

102% Efficiency

The five active New York life insurance companies show an average record of Efficiency from organization to date of 64%, the highest one is below 70%. For 20 years we have represented the strongest Life Insurance Company in America, 102% Efficiency to date.

Can you afford anything less when this is obtainable?

J. A. Steele, Winthrop Steele
170 Broadway, New York

DRAWINGS

can-and
ours will
sell things!

*Make us
prove it.*

LAMBERT CUENTHER
and **WALTER SMITH**.
ADVERTISING ILLUSTRATIONS
WRITING and PRINTING
37 East 28th St., NEW YORK.

LCWS

Advertising Manager Who Has Made Good

Advertising Manager of big Southern daily anticipates making a change. Ten years' experience. Best possible references as to ability and character. Will accept moderate salary on Good Southern daily.

Address "Adv. Manager"
Care Massengale Advertising Agency, Atlanta, Ga.

colors or colored inks, and some sheets of drawing paper to aid them in making layouts that must go before advertisers for inspection; but the Schoolmaster thinks that the only outfit needed, as a rule, is made up of some good pencils, a pad of strong yellow paper, and a good stock of ideas. Unfortunately, the ideas cannot be procured as easily as the pencils and paper.

Did you every try to analyze the mental processes that produce good copy ideas? It is easy to classify the various sources from which one may get information about something that he is going to advertise, and easy, too, to suggest how effective it often is to ask leading questions. But after all this—after all the matter is well in hand—what happens? Why is it that sometimes the first-class idea comes suddenly hurtling down to make us enthusiastic, and why at other times do we fume and fidget in vain for the Class A1 stuff that will not spring into being? This is one of the mysteries. A well-known copy-writer of a leading New York advertising agency says that there are days when the right ideas simply won't come; and on those days he just takes it easy and thinks. Another copy-writer declares that his best creations come either when he is shaving early in the morning or in the two hours at his desk after the morning walk to the office. Still another says both music and sermons have a wonderfully stimulating effect on his mind and that he fears he has often unwittingly led his good pastor to believe that notes were being taken of a choice bit of thought in the sermons when really what was going on the notebook was a business idea.

It is a step in the right direction to find out what circumstances and hours give your mind its best chance. At any rate, try cutting out such diversions as annoying sounds or the sight of things moving around; and pass up the petty irritations that do nothing but clog the mental cogs. With all these things out of the way,

enthusiastic, undivided attention will likely yield good fruit.

* * *

By the way, an acquaintance of the Schoolmaster remarked not long ago that he made it a rule to read every week at least one book that made him think.

* * *

If you are writing argument that is to go out to retailers, don't figure the retailer's percentage of profit, by using the cost price. Odd as it may seem to those who are accustomed to figuring costs in manufacturer's offices, the modern retailer figures on the selling price; that is, if he pays a dollar for a shirt and sells it for \$1.50, he does not figure that his profit is fifty per cent, but thirty-three per cent. Recently a big advertiser got into hot water by arguing the other way with retailers. The retailers set forth that they have to figure selling expense, light, heat, etc., on the sales figure and that, therefore, they must figure profit on the same basis.

* * *

An advertiser was negotiating with a young independent writer for part of his time. The discussion came down to terms, and the advertising man named \$40 a month. "What," exclaimed the advertiser, "that much for writing just two or three ads a week for me? Why, you could write one of my ads in an hour."

"Is that all of my time that you want to buy?" queried the advertising man, "just the actual time that I would use in writing your copy?"

He went on to explain that if he made the deal he would expect to do a great deal of thinking about the advertiser's business and that he expected to be paid as much for his thinking as for his writing—that he hoped to be able to contribute ideas for the general improvement of the business that would be worth more than any advertisement. He said he didn't really care to make any arrangement if he was not to have time to get into the business thoroughly and think much about it.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. WALLACE & CO., 29 Murray St., New York City.

ADVERTISING AGENTS

YOUR AD INSERTED IN 40 PULLING PUBLICATIONS for only 3 cents per word for 1 insertion or 6 cents per word for 3 insertions. H. P. LATZ & COMPANY, Atlantic City, N. J.

LET us write your copy, make your illustrations, buy your space—no matter what your business, or where located. Follow-up letters. Booklets. Economy for you down to the last cent. We'll dig right in the moment you send data. 15 years at it.

E. R. HURLBUT, Advertising
208 Bulletin Building, Philadelphia

ADVERTISING AGENCIES

CLASSIFIED ADS—Ask for lists or estimates. KLINEAGENCY, Cleveland, Ohio.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

In Cuba and the West Indies

THE

Beers Advertising Agency

is the one to consult

THEY ARE ON THE SPOT
YOU know what that means!

37 Cuba Street, Altos (Upstairs) Havana, Cuba
CHAS. H. FULLER Co., Chicago, Ill., Corr.

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

ADVERTISING NOVELTIES

FOR every business under the sun we make appropriate ad novelties in celluloid and metal. State nature of your business. FREE SAMPLES. BASTIAN BROS. CO., Rochester, N. Y.

BUSINESS OPPORTUNITIES

PUT any sort of an advertising question up to me, 'twill cost you nothing. FRANCIS I. MAULE, 401 Sansom Street, Philadelphia, Pa.

COIN CARDS

WINTHROP COIN CARDS. Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.

FOR SALE

PRINTING PLANT, only one in a town of eight thousand population, actual invoice value \$15,000; gross receipts last year \$25,000; for sale to the right party. It will be necessary for the purchaser to invest some of his money in the business, but the Commercial Club will, if necessary, carry part of the purchase price. No competition for job work, the right man can, with a comparatively small outlay of capital, get a business which will in a few years return \$10,000 net, annually. Write immediately to the **ORANGE COMMERCIAL CLUB**, Orange, Texas.

HELP WANTED

ADVERTISING Representative for New York territory on commission. Pacific Builder & Engineer, Seattle.

WANT COMPETENT COPY WRITER for agency work in Western city of 75,000. This is an exceptional opportunity for a producer of resultful copy. One with department store experience preferred, though not essential. Address "AGENCY," care of Printers' Ink.

A N EASTERN TRADE JOURNAL dominating its limited field, desires representation in Chicago and middle West. Excellent proposition on commission basis for advertising solicitor who can handle it in connection with his main work. Address "PROGRESS," care of Printers' Ink.

IDEAS WANTED

CLEVER Advertising Ideas and Suggestions for Mailing Cards, Folders, etc. Novelties and Unique Designs that can be made and sold to advertisers. Will pay good prices for those we can use. WALKER-LONGFELLOW CO., Boston, Mass.

LISTS

FOR SALE—List of Booksellers and News-dealers, about twenty-five thousand, covering the whole country. No dead ones. This list is the cream of the news trade. Address "NEWSDEALER," Printers' Ink, 1100 Boyce Building, Chicago.

A GENTS and MAIL DEALERS' DIRECTORY. Over 1000 listings of manufacturers who sell at lowest prices. Every trade and industry. Ready for instant reference. Every desk needs this book. Post paid \$1.00. G. C. ROBERTS, Farmington, N. H.

VERY BEST BUY

Over 4000 live farmers and tax payers list addresses in the celebrated broom corn section of Oklahoma, just compiled, first time offered. Will sell whole number only, neatly printed, guaranteed, price four dollars delivered. Get this list quick. This is the time of year these buyers buy. WESTERN CITIES DIRECTORY CO., Woodward, Okla.

MISCELLANEOUS

FOR SALE—Working plans and all other information pertaining to a good Advertising Scheme. Big Money Getter. NATIONAL ADVERTISING & PUBLISHING CO., 302 Real Estate Exchange Building, Scranton, Pa.

POSITIONS WANTED

A DVERTISING Solicitor desires eastern representation of magazine wishing first-class advertisements. Work on commission basis. "E. R. N.," care of Printers' Ink.

WANTED—POSITION AS BINDERY MANAGER OR FOREMAN by man with experience. Any location. A-1 references. Address Box 88, care of Printers' Ink.

I WANT INSIDE POSITION THAT DEMANDS A HUSTLER. Am competent to originate forceful copy and compose attention-grabbing letters. Age 24; good education. Address Box 642, care of Printers' Ink.

STENOGRAHHER-SECRETARY. Capable young woman desires position in advertising office; 4½ years' experience. Can use brains as well as typewriter. At present employed. Minimum salary \$18.00. "R.," care of Printers' Ink.

WANTED—BY ENERGETIC, CAPABLE YOUNG MAN, a chance to make good in advertising department. Has good advertising ideas and is able to put them on paper. Moderate salary to start. Address "H. G. D.," care of Printers' Ink.

Not enough work for two, but too much for one! Is this your case, Mr. Advertising Manager? If it is, I can help you. I desire to work afternoons in order to gain practical experience—leave the theoretical. "SALESMAN," Printers' Ink.

A COMPREHENSIVE ADVERTISING and merchandising training in what I have to offer some manufacturer looking for a competent advertising-sales director. Present position embraces both departments. Have practical experience selling the products I advertise. Thorough printing experience in addition to advertising and sales. Would consider \$3,000 per year and opportunity for interest in business. West preferred. 32, married. "VIM," care Printers' Ink.

Sales and Advertising Manager

Now employed near Boston desires change for reason of family health. Fifteen years' experience; automobiles, marine engines, gas engines and machinery. A trained salesman, resourceful and tactful correspondent; writing concise, business bringing letters, advertising copy, catalogs. Salary not so much of an object as the right opening. Address "S. A. M.," care of Printers' Ink.

O N March 1st you may obtain the services of a young man who has had five years' advertising experience. For the last two and a half years connected with one of the largest advertising organizations in the country. Fully understands the merchandising of goods and the co-operation that must exist between the advertising and sales organizations of any successful business. Seeking permanent location reason for change. Address Box 7, care PRINTERS' INK.

A DVERTISING MAN, 25, Capable, Reliable; now business manager of suburban daily, desires to change. Have good position and been exceptionally successful in present territory, but as it is limited, desire to enter better field knowing he can make good. Conversant with every detail pertaining to advertising department. Accustomed to meeting and mixing with business men. Have initiative. Possess agreeable personality. No bad habits. Best of references. Address "E. B.," 1170 Madison St., Brooklyn, N. Y.

PRESS CLIPPINGS

M ANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

PUBLISHING BUSINESS OPPORTUNITIES

S EE HARRIS-DIBBLE CO. for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

WANTED TO BUY

WANTED—SECOND-HAND CURVED PLATE ROUTER. Must be in good condition. State make, size, all details and period used. Also price. Box 6, care of Printers' Ink.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.

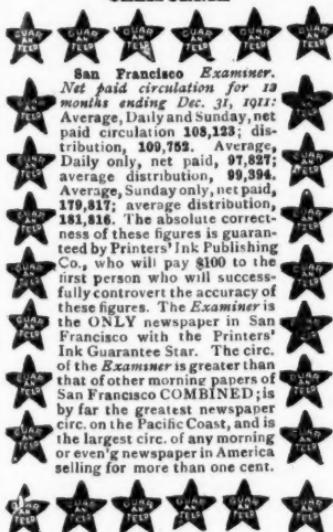


PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1911, 26,377. Best advertising medium in Alabama.
Montgomery, Advertiser, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

CALIFORNIA



San Francisco Examiner. Net paid circulation for 12 months ending Dec. 31, 1911. Average, Daily and Sunday, net paid circulation 105,123; distribution, 100,752. Average, Daily only, net paid, 97,887; average distribution, 99,398. Average, Sunday only, net paid, 179,817; average distribution, 181,816. The absolute correctness of these figures is guaranteed by Printers' Ink Publishing Co., who will pay \$100 to the first person who will successfully controvert the accuracy of these figures. The *Examiner* is the ONLY newspaper in San Francisco with the Printers' Ink Guarantee Star. The circ. of the *Examiner* is greater than that of either morning papers of San Francisco COMBINED. It is by far the greatest newspaper circ. on the Pacific Coast, and is the largest circ. of any morning or eveng' newspaper in America selling for more than one cent.

COLORADO

Denver, Times. Second in circulation in the city. Daily average, July 1st, 1910, June 30, 1911, 26,822.

CONNECTICUT

Meriden, Journal, evening. Actual average for 1910, 7,801; 1911, 7,892.
Meriden, Morning Record & Republican. Daily aver. 1909, 7,759; 1910, 7,873.
New Haven, Evening Register, daily. Aver. for 1910 (sworn) 19,006 daily 2c.; Sunday, 14,755. sc.
New Haven, Union. Largest paid circ. Av. year 1911, 17,993 daily. Paper non-returnable.
Norwalk, Evening Hour. Average circulation 1911, 9,648. Carries half page of wants.
Waterbury, Republican. Examined by A. A. A. regularly. 1911, Daily, 7,518; Sunday, 7,859.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average 1911, 57,797. (C) Carrier delivery.

FLORIDA

Jacksonville, Metropolis, Dy. '11, 15,083; Dec., '11, 18,257. E. Katz Sp. A. A., N. Y. and Chicago.

ILLINOIS



Chicago Examiner, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner*'s wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The *Sunday Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



Champaign, News. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327. *Joliet, Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114.
Peoria, Evening Star. Circulation for 1911, 21,140.

INDIANA

South Bend, Tribune. Sworn average 1911, 12,505. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye. Average 1911, daily, 9,426; Sunday, 10,551. "All paid in advance."

Des Moines, Register & Leader. (av. '11), 38,363. *Evening Tribune*, 20,316 (same ownership). Combined circulation 55,579—33% larger than any other Iowa paper. Supreme in want ad held.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, Eye. Journal. Only daily in county. 1,956 subscribers. All good people.

Waterloo, Evening Courier, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. Sworn average 1911, 7,695. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, Courier-Journal. Average 1911, daily and Sunday, 28,911.

Louisville, The Times, evening daily, average for 1911 net paid 47,956.

PRINTERS' INK

MAINE

Augusta. Kennebec *Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me. **Bangor.** *Commercial*. Average for 1911, daily 10,444.

Portland. *Evening Express*. Average for 1911, daily 17,625. Sunday *Telegram*, 13,018.

MARYLAND

Baltimore. *News*, daily. News Publishing Company. Average 1911, 79,626. For Jan., 1912, 77,636.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston. *Evening Transcript* (G). Boston's tea table paper. Largest amount of week day ad.



Boston. *Globe*. Average circulation. Daily (2 cents a copy)

1911, 186,618—Dec. av., 187,178.

Sunday

1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, \$376,061 lines

Gain, 1911, 447,983 lines

2,227,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.

Boston. *Daily Post*. Greatest Jan. of the *Boston Post*. Circulation averages: *Daily Post*, 358,500, gain of 27,023 copies per day over Jan., 1911. *Sunday Post*, 317,571, gain of 17,082 copies per Sunday over Jan., 1911.

Lawrence. *Telegram*, evening, 1911 av., 5,405. Best paper and largest circulation in its field.

Lynn. *Evening Item*. Daily sworn av. 1909, 16,559; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

Boston. *Evening News*. Actual daily average for 1910, 18,763.

Worcester. *Gazette*, evening. Av. Jan. to Dec., '11, 19,031. The "Home" paper. Larg'st evg'g circ.

MICHIGAN

Detroit. *Michigan Farmer*. Michigan's only farm weekly. Guaranteed circulation 80,000.

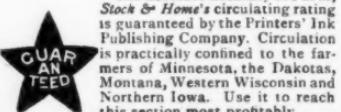
Jackson. *Patriot*, Aver. year, 1911, daily 10,920. Greatest circulation.

MINNESOTA

Minneapolis. *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 25,118.

Minneapolis. *Farm, Stock and Home*, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home*'s circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis. *Journal*, Daily and Sunday (G). In 1911 average daily circulation evening only, 78,119. In 1911 average Sunday circulation, 82,203.

Daily average circulation for January, 1912, evening only, 77,945. Average Sunday circulation for Jan., 1912, 82,887. (Jan. 1, 1908, subscription rates were raised from \$4.00 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.

CIRCULATION

Minneapolis. *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average by Printers' Ink Publishing Company for same period, 81,523.

MISSOURI

St. Louis. *National Farmer and Stock Grower*, Mo. Actual average for 1911, 123,829

NEW JERSEY

Camden. *Daily Courier*, covers Southern New Jersey. 9,988 average year 1911.

Camden. *Post-Telegram*, 10,415 daily average 1911. Camden's oldest daily.

Newark. *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton. *Evening Times*. 1c—'07, 20,270; '08, 21,326; 2c—'09, 19,062; '10, 19,388; '11, 20,115.

NEW YORK

Albany. *Evening Journal*. Daily average for 1911, 18,351. It's the leading paper.

The Brooklyn Standard Union, Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

Buffalo. *Courier*, morn. Ave., 1911, Sunday, 97,764; daily, 50,268; *Enquirer*, evening, 33,891.

Buffalo. *Evening News*. Daily average 1911, 94,724.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1911, 6,237.

NEW YORK CITY

The Globe. Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

New York. *The World*. Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

Schenectady. *Gazette*, daily. A. N. Liecty. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

Troy. *Record*. Av. circulation 1911, (A. M., 5,322; P. M., 18,735) 24,057. Only paper in city which has permitted A.A.A. examination, and made public the report.

Utica. *National Electrical Contractor*, mo. Average for 1911, 2,625.

OHIO

Bucyrus, Evening Telegraph. Daily average for 1910 **1,758**. *Journal*, weekly, **976**.

Cleveland, Plain Dealer. Est. 1831. Actual average for 1911: Daily **95,129**; Sunday, **125,191**. For Jan., 1912, **94,726** daily; Sunday, **129,558**.

Youngstown, Vindicator. D'yav., **11,16,422**; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA

Oklahoma City, Oklahoman. Ave. Jan., 1912, daily, **41,890**; Sunday, **48,579**.

PENNSYLVANIA

 *Erie, Times*, daily. **31,404** average, Jan., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

 *Johnstown, Tribune*. Average for Nov., 1911, **14,965**. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

 *Philadelphia, The Press* (OO) is Philadelphia's Great Home Newspaper. Besides the Guaranteed Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, **85,663**; the Sunday *Press*, **174,272**.

Washington, Reporter and Observer, circulation average 1911, **12,633**.

 *West Chester, Local News*, daily, W. H. Hodgson. Ave. for 1911, **15,849**. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, evening; best medium of anthracite field for advertising purposes.

York, Dispatch and Daily. Average for 1911, **18,527**. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket Evening Times. Average circulation for 1911, **20,297**—sworn.

 *Providence, Daily Journal*. Average for 1911, **25,087** (OO). Sunday, **32,588** (OO). *Evening Bulletin*, **50,486** average 1911.

Westerly, Daily Sun, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, **8,445**.

SOUTH CAROLINA

Charleston, Evening Post. Evening. Actual daily av. Aug. to Aug., **7,703**. 9 mos. '11, **8,346**.

VERMONT

Barre, Times, daily. Only paper in city. Av. 1911, **5,756**. Examined by A.A.A.

Montpelier, Argus, dy., av. 1911, **3,166**. Only Montpelier paper examined by the A. A. A.

VIRGINIA

Danville, The Bee (eve.). Aver. Jan., 1912, **5,157**. *The Register* (morn.), av. Jan. '12, **8,136**.

WASHINGTON

Tacoma, Ledger. Average year 1911, daily, **19,001**. Sunday, **27,388**.

Tacoma, News. Average for year 1911, **19,210**.

WISCONSIN

Fond Du Lac, Daily Commonwealth. Average year 1911, **3,971**. Established over 40 years ago.

Janesville, Gazette. Daily average, January, 1912, daily **6,016**; semi-weekly, **1,728**.

Madison, State Journal, daily. Actual average circulation for year 1911, **7,917**.

 *Milwaukee, The Evening Wisconsin*, daily. Average daily circulation for year 1911, **44,766**, an increase of over **3,000** daily average over 1910. *The Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H. Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York, Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

 *Milwaukee, The Milwaukee Journal* (eve.). Daily Av. circ. for 12 mos. 1911, **65,446**. This is double the circulation of any other Milwaukee evening daily. Paid city circulation twice as large as that of any other Milwaukee paper. The *Journal* carried more advertising in 1911 than any other Milwaukee paper. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdel, 306 Fifth Ave., N. Y. City.

Racine, (Wis.) Journal-News. *Journal* purchased *News* Jan. 8, 1912. December circulation, **Journal**, **5,726**. Combined issue now **7,565**. Unqualified largest, proven, sworn and detailed list in city and county.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1911, daily, **54,419**; daily Dec., 1911, **87,761**; weekly 1911, **27,540**; Dec., 1911, **28,706**.

Winnipeg, Der Nordwesten. Canada's National German weekly. Av. 1911, **23,025**. Rates 5c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1910, **3,155**.

QUEBEC, CAN.

Montreal, La Presse. Daily average for year 1911, **104,197**. Largest in Canada.

Montreal, La Patrie. Ave. year 1911, **46,982** daily; **55,897** weekly. Highest quality circulation.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

CONNECTICUT

NEW HAVEN Register. Leading want ad medium of State. Rate 1c. a word.

DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

THE Chicago Examiner with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

INDIANA

THE Indianapolis Star, Indianapolis, Ind., is the leading "Want Ad" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



THE Boston Globe, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,856 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

CIRCULATION THE Minneapolis *Tribune* is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers' Ink Pub. Co.

Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



© ©

THE Minneapolis *Journal*, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



© ©

THE Minneapolis *Journal*, daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

NEW YORK

THE Albany Evening Journal, Eastern N. Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(○○) Gold Mark Papers (○○)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

ALABAMA

The Mobile *Register* (○○). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Daily average, 11,613. (○○). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (○○), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The *Illinois Printer*, Chicago (○○). Actual average circulation for 1910-11, 17,104.

KENTUCKY

Louisville *Courier-Journal* (○○). Best paper in city; read by best people.

MASSACHUSETTS

Boston *American Wool and Cotton Reporter*. Recognized organ of the cotton and woollen industries of America (○○).

Boston *Evening Transcript* (○○), established 1830. The only gold mark daily in Boston. Worcester *L'Opinion Publique* (○○). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (○○). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (○○) is THE advertising medium of Brooklyn.

Century Magazine (○○). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (○○), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (○○). Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING CO.

Electrical World (○○) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. McGRAW PUBLISHING CO.

Engineering News (○○). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.

Engineering Record (○○). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. McGRAW PUBLISHING CO.

Hardware Dealers' Magazine (○○). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

New York *Herald* (○○). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (○○). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (○○) has the largest circulation of any technical paper in the world.

The New York *Times* (○○) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (○○), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit (○○) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

PENNSYLVANIA

The *Press* (○○) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

THE PITTSBURG (○○) DISPATCH (○○)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (○○), only morning paper among 600,000 people.

TENNESSEE

The Memphis *Commercial-Appeal* (○○) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

WISCONSIN

The Milwaukee *Evening Wisconsin* (○○), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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"Printers' Ink" Not a Journal for Wooden Indians

Hornell, New York
Feb. 16, 1912

Editor of Printers' Ink:

It must have been a very young pupil of the Schoolmaster whose writing induced you to explain the advantages of "Printers' Ink." To a man, no matter in what business he may be engaged, or even if he were without a business, "Printers' Ink" is a "live wire," and its great value comes from compelling its students TO THINK.

I take about twenty periodicals, and "Printers' Ink" stands at the head as an educational factor. It has been an immense help to me in my school work for the past fifteen years, and I cannot understand why every private school man in the United States does not, through its pages, put himself in touch with the most progressive business concerns in the United States.

I am sure that every old pupil of the Schoolmaster rather resents the explanation of anything so obvious.

Any man who cannot extract two dollars' worth of ideas from "Printers' Ink" each week must be more or less of a wooden Indian, and he should join the procession back to the woods.

Very truly yours,
E. D. SNOW

Printers' Ink Publishing Co.
12 West 31st Street New York City

Ten Million Dollars for Good Roads

The Government of the Province of Quebec recently voted the above amount for road improvements and the results are already beginning to show themselves.

At the recent Montreal Auto Show, the actual number of cars sold was over 100 per cent greater than at the 1911 Show.

The people of Montreal have money to spend on automobiles. They have only been waiting for decent roads outside the city limits, and now that these are assured, this city is going to become one of the greatest motor car markets in the world within the near future.

IS YOUR LINE KNOWN HERE?

Remember that 70 per cent of Montreal's citizens are French and never see your advertising in the English newspapers. To reach them, you must use **LA PRESSE**, the largest daily paper in Canada, and the paper which is responsible for this \$10,000,000 good roads appropriation.

LA PRESSE is also building at its own expense, the first 10 miles of the great international highway between Montreal and New York City.

LA PRESSE (Daily) reaches all the French speaking people of Montreal and other large cities in Quebec Province, and is the only paper which does so. Other French papers merely duplicate **LA PRESSE'S** circulation. The weekly edition, with a circulation of 45,000, covers the villages and rural districts.

WRITE FOR OUR GOOD ROADS LITERATURE. It shows you how to sell your cars in this part of the country.

(Circulations audited and guaranteed by A. of A.A.)

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